



PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXVI.

NEW YORK, JULY 24, 1901.

No. 4.

PLYING THE HAMMER

in business



means the judicious use of newspaper space for publicity. Advertising supplies the motive power of commercial activity and keeps the machinery of trade moving.

THE PHILADELPHIA RECORD

is the best trade-increaser in Philadelphia, by reason of its enormous circulation—much the largest in the Quaker City.

Advertising in The Record always pays.

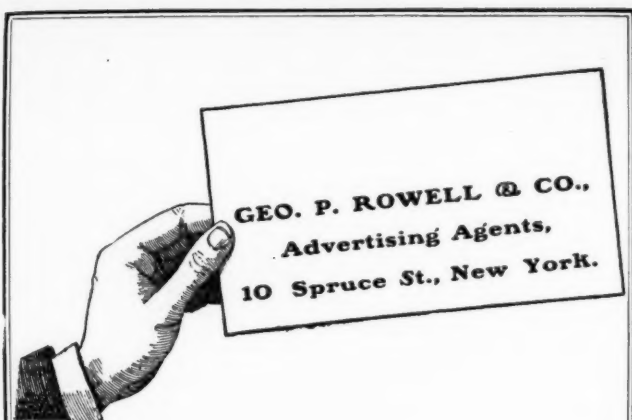
The steady increase in the Sunday circulation is astonishing:

Sunday, July 14, 1901, . . . 166,517 copies.

Sunday, July 15, 1900, . . . 154,301 copies.

GAIN, . . . 12,216 copies.

Our miniature anniversary edition of June 1, 1901, is the handsomest ever issued. Ask for it. You will want to keep it as a souvenir.



Consider us if you wish to advertise anything — anywhere — any time. Whether you are a distiller or a brewer, a jobber or a manufacturer, a retailer or a wholesaler, we will place your announcement in the right mediums at the right time. Or, in such mediums and at such time as you say.

We will do it as cheap and as well as you could do it yourself and at the same time relieve you of all the worry about details and technical difficulties.

We will plan, write, illustrate and place your copy. We will write, illustrate and print your booklets, folders and circulars.

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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

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HINTS TO AMATEUR AD- WRITERS.

WHAT CABELL TRUEMAN WOULD
SAY TO HIS PUPILS IF HE HAD
AN AD-SCHOOL.

If I were a teacher of advertisement writing, I would, first of all, advise my pupils to read and study PRINTERS' INK regularly, to keep up with the best current thought on the subject. And as one of the oral lessons I should say something like the following:

There is one main impulse which should influence you in the way you prepare advertising—to make it sell goods, to make it sell more goods than some other similar or identical article of equal or superior merit that somebody else sells. For this, ads must be:

First—Attractive enough to catch the eye.

Second—Interesting.

Third—Convincing.

Merely to have them in big type isn't sufficient; merely to declare the goods are the best isn't enough. Aside from the appearance of an ad, it must make the reader realize that what you say is so, and being so, the article is more desirable than what somebody else sells. I say this should be your aim, even though, in fact, the other man's goods are the better of the two. But you don't represent the other man. You are not supposed to know anything about his goods.

When you go before the people as the advertising writer of a business house, you put yourself in the role of his counsel—his attorney of publicity. The people are the jury, and they are ready to listen every day to your argument. Your employer's goods are on trial, so to speak. They will sell briskly or sell slowly—it depends on you which.

All the powers of your brain should be thrown into your argu-

ment—your ads—day after day to secure the favor of the people at large for your client's goods.

The opposing side—your employer's competitors—may argue, too, but your argument should be stronger—more convincing.

The interests of your client are at stake and you are his champion. Make a good fight for him, win him orders—more orders than the other fellow gets. That's your business. That's what he employs you for. Don't be afraid you'll starve the other fellow to death by monopolizing the trade. You won't. But if you do, that's his business. If he can't hold up his end and won't employ a clever person to help him, he deserves to lose the fight.

Always be aggressive. Sit down and think out new ideas for your arguments. Don't wait until some other chap comes out with a new scheme and then steal it and cook it over as your own. Your employer wants new ideas. The people take more interest in them.

The same old gospel truths of the Bible have been used over and over again millions of times. It's always the same old story, but a particularly clever preacher can usually make up a new and interesting sermon on it. Yet the essence of it all would easily go in fifty lines single. And even then there might be room for some display!

Don't hang out a sign and sit down in a soft chair and wait for customers to come flocking in. They don't flock—except to bargains and auction sales. Go out and hustle for customers. Don't try and take bread and butter out of other adwriters' mouths, but if you know of firms who should but don't advertise, get up a line of ads and submit them as samples of what you are capable of. Or if you see some exceedingly "bum-looking" ads in the paper,

you may be sure that a regular advertising writer didn't prepare them, and it might pay you to offer your services or submit a line of sample ads which are better than what the firm use.

Good and bad advertising is really a question of comparison, but good advertising should be, first and foremost, convincing. And if you convince a merchant that you are just the individual to handle his advertising, you have taken a most important step, so far as you are concerned, in the convincing line.

Never get it into your head that you know adwriting perfectly, even if you do go to an ad-school and get a nice, prettily engrossed diploma. You will never know advertising perfectly. Nobody ever did, or will. The smartest and most highly esteemed adwriter on earth couldn't write a new ad to-day and give his employer positive assurance that it would give good results. Ads are as uncertain as new theatrical plays. An author writes a play. A manager thinks it's a "winner," approves it, pays for it, puts it in rehearsal, gets costumes, scenery, etc. Big expectant audience the first night. Only too willing to applaud. Don't applaud. Play flat, tame, silly or "fierce." Papers damn it next day. No go.

Now up to the first rise of the curtain everybody interested thought the play was going to be a towering success. But it wasn't. Audience didn't fancy it. And that killed it.

The same way with advertising. An advertising manager maps out a beautiful scheme which is perfectly clear to him that it will pay. His ads are dead sure "pullers," he thinks. The scheme is launched. The ads go in, the literature goes out. But the results don't come. Why? The scheme was defective. Or the goods were not in demand or something. Sometimes you can find where the loose screw is. Sometimes you can't. But you can always recognize a failure when you meet it.

You can never know how well any line of advertising will pro-

duce results until you try it. There is no infallible way to know which is better or best except to try each. Still, if an ad is attractive, interesting and convincing, it will stand a better chance of bringing in dollars than ads that are not.

CABELL TRUEMAN.

GOOD!

Blessed are the men and women of fine enthusiasms! A materialistic age cannot wither them, nor the world's custom of slamming doors in their faces rob them of their infinite courage. They are as a fresh breeze on a summer day, and while sometimes they blow a little too hard, they keep us thereby from stagnation and pessimism and inertia the while we are holding on our hats and wondering how long it will last. Such are the seers who build Utopias, and Icarias, and Altrurias, and set the world a-thinking and a-moving. They do not become disheartened, like the rest of us, when their plans fail, but go to work again and make other and finer and better ones. Their faith and hope prophesy their eventual triumph, even if they have to wait a long time to see the dawning of the day they so eagerly and confidently expect.—*Outlook, New York.*

IN NEBRASKA.

The editress of a newspaper in Nebraska has adopted the style of placing ladies' names first in the marriage notices. Why not? Meek and lowly man never looks at the marriages or deaths in a paper, while woman plays them as second choice to bargain counter sales.—*Newspaper Maker.*



CEREALS may come and cereals may go, but the old Quaker still remains in the advertising columns.



315,000 Young Men and Business Men of Position

Now read *The Saturday Evening Post* each week. These men read the Post at home: when at leisure and away from the rush of business: when their minds are calm and responsive. Such an audience is worth an advertiser's consideration.

THE CURTIS PUBLISHING COMPANY

PHILADELPHIA

A LOOK INTO THE FUTURE.

By Chas. J. Zingg.

"War teaching war" was the principal result of contests in olden times. In our late unpleasantness with Spain we had perhaps little to learn regarding actual warfare, yet that war has taught us to expand our trade and promoted our international commerce as nothing else could have done. Long years of advertising through printers' ink could not have secured us the position as a commanding factor and a commercial nation, as the war did, nor awakened in the same measure our spirit as a world power in the tremendous contest for commercial supremacy. Our export used to be done by a comparatively small number of firms who almost wholly controlled that branch of American trade. And even then it mainly consisted of exporting a number of unfinished, unmanufactured raw materials or natural products, a circumstance which in itself shed no great credit upon our large and growing industries. Look around you to-day. American made products and machinery are known and demanded everywhere. The demand for them is the result of their own merit and excellence. No longer are American goods considered equivalent to cheap, trashy stuff. The demand increases every day. It exists among the intelligent nations and their foreign colonies. Our goods now only need the proper introduction and the supply will follow the demand. The British are slow; we have outstripped them in the field of general commerce. Hence the well-grounded alarm with which British manufacturers regard the commercial ascendancy of the United States. The Germans, perhaps, are a factor with which we may have to reckon as serious rivals. Why? Not because they can manufacture better goods than we can, but on account of their adapting themselves thoroughly and easily to new conditions, and their natural hustling for the trade which is always awaiting the most enterprising merchants all over the world.

Germany's spirit of enterprise and her systematic pursuits bear watching. In many respects it is really worth while to study and profit by their methods for our own good. There is no reason under the sun why the United States should not command the world's largest trade. Position, natural advantages and resources, combined with ability and enterprise, destine us to occupy that position. Only our own willful neglect could rob us of the role which circumstances, energy and pluck have given us to play.

Unhampered by geographical and economical obstacles, American genius, invention, science and capital are growing and thriving. The wonderful progress made in our exports and the marvelous development of our industries are impressing the whole world. Foreigners admit almost with shame and certainly with distress that we already furnish all their machinery, whose superiority they are forced to recognize. In England the feeling is especially strong. American made locomotives run over American built bridges and viaducts in English possessions. American firms have beaten the competitors of all nations, both in prices and delivery.

By his purchase of the Leland line Mr. J. P. Morgan of New York and his syndicate become the owners of sixty-five steamers and control the third largest steamship company in Great Britain. If he takes in the Atlantic Transport line also, he will have a fleet of seventy-six ships. Here is another initiatory step for the supremacy of the world's carrying trade, which is also bound to come to us. The subsidies paid to foreign steamship lines will see their end before many years have gone by, especially if we repeal our antiquated navigation laws.

Our mills are busy and the wheels of industry turn with ceaseless activity. Our country is at the present time enjoying a measure of unprecedented prosperity. In all divisions of industry, all lines of trade; in the stock exchange, the factory, the workshop—in fact, in every business in

which energy and intelligence go together in the onward march for success, there is heard no grumbling, no complaining. Business enterprises old and new have prospered beyond expectations of the proprietors. We are looking around us and seek new fields, outlets, markets. It is a contest of energy, enterprise and brains.

Advertising will have its greatest opportunities of the century. This is an age of systematizing and specialists. That advertising agents should be in the race for foreign trade-promoting is but a natural, logical consequence. Advertising for exporters will be a business of itself. It will greatly differ from the home business—differ in system and mediums; at least for the first ten years. To intelligently promote and introduce new products in foreign markets and gain a foothold at the least expense requires tact and definite knowledge. A well equipped agency could handle the foreign trade mission for a number of non-competing firms at a comparatively small cost, each firm sharing in the expenses in equal parts. After all, it will be Ameri-

can advertising that will fully open and find new markets for America's products. Twentieth century advertising will carry along American customs and civilization as well as American trade. Advertising will help to instruct and elevate foreign people who will thereby gain a better idea of the great transatlantic republic. Advertising will create new industries and thus naturally and effectively add to the country's wealth.

GRANDCHILDREN.

PRINTERS' INK refers to the advertising journals of the country as "PRINTERS' INK babies."

Pacific Coast Advertising may soon be able to do the same with reference to the country west of the Rockies.

Already there are two lusty youngsters. *White's Sayings*, Seattle, is number one, and *Returns*, of San Francisco, is the second.—*Pacific Coast Advertising*, San Francisco, June.

THE SUNDAY DAILIES.

The Sunday editions of the daily papers of the large cities are veritable magazines now, and occupy this place in the home. They are good mediums for mail order advertisers to use. The cost is low, in any case not more than fifty cents a line, and more often thirty or less. The circulation is large, too; but best of all, the results come within a week.—*Mail Trade Ideas.*

McCLURE'S MAGAZINE

Orangeine
cures Hay Fever

Self Sickness
Headache - Neuralgia
All Pain - Indigestion
Women's Suffering - Blues

An Infallible Cure for Hay Fever

"Better than any Hay Fever Remedy"
chronic and acute attacks under our simple directions in every package as is publicly attested by prominent Physicians and Individuals.

The past three seasons have proved that "Orangeine" will surely prevent Hay Fever if taken in time. Will promote sleep and dispel

NOTE—Orangeine is a delicately balanced five-grain powder. Sold by all druggists in 25, 50, 100 packages. A Trial Package will be mailed free with full information to any address on receipt of 10 stamp. The Orangeine Chemical Co., Chicago, Ill.

PICTURES OF PRETTY LADIES, CLAD IN THE DRESS OF FORMER GENERATIONS, OFTEN MAKE EXCELLENT EYE CATCHERS.

Increased Circulation
 ————OF————
The Evening Wisconsin
 FOR THE FIRST SIX MONTHS

	1900 Daily Average	1901 Daily Average
January	17,980	20,209
February	18,873	20,385
March	18,981	20,073
April	18,765	20,403
May	19,096	20,406
June	19,431	20,040

INCREASED ADVERTISING
— IN —
The Evening Wisconsin

For the first six months of 1901.

	1900.	1901.
	Columns.	Columns.
1st Week	122	151
2d "	149	180
3d "	136	174
4th "	140	167
5th "	137	154
6th "	148	172
7th "	150	173
8th "	173	163
9th "	162	192
10th "	177	200
11th "	168	220
12th "	180	230
13th "	246	293
14th "	216	244
15th "	197	234
16th "	167	217
17th "	232	247
18th "	200	220
19th "	193	234
20th "	170	223
21st "	182	219
22d "	177	204
23d "	185	191
24th "	176	193
25th "	172	191
26th "	167	183
	4,522	5,269
Columns Increase, - - 747		

ORGANIZATION.

There appears in the current issue of the *Confectioners' Journal* a cartoon entitled, "The West as an Advertiser," and it is accompanied with an editorial commenting on a statement that nearly two-thirds of the general advertisers of the United States are located in the Northwest.

Our contemporary descants upon the fact that much of this vast amount of advertising is badly bestowed, and says that in order to reduce this "increment of waste" and to make sure that the advertiser gets what he pays for, an Association of American Advertisers has been formed. By a system of unification by audit of circulation claimed by publications with which its members deal it expects to arrive at true facts in each case, and there can be no doubt that such work is in the interest not only of the advertiser but of the honest publisher, inasmuch as it exposes, weeds out and concentrates the money spent in advertising upon those who deserve the advertisers' support. The association will no doubt be managed on broad lines.

The main reliance of such an association no doubt will be the circulation of a paper, and to arrive at this most accurately is that journals seeking patronage of members should file with it such postoffice receipts as might be demanded not for any single month but for consecutive months or odd months called off at random. There is here no chance for circumventing the evidence presented by the postoffice, and as to local circulation, which goes through the mails under postage stamps and of which necessarily there is no record, either the statements or affidavit of the publisher should be accepted and duly weighed, as one is as good as the other considering that under such condition an affidavit in the eye of the law is no more binding than a statement.

There is also another consideration that might be taken into account in the deliberations of the association, and that is a

guarding against any member using it as a vehicle for venting a personal resentment. There are well-authenticated instances where some firms have resorted to tricks that are as despicable as they are uncalled for towards perfectly honorable publishers. Numerous instances could be given of such cases that have come to our knowledge, and the fact that such wronged publishers have refrained from retaliating by using the potent and forceful mediums at their hands, ought to serve as an example to the association in avoiding falling the prey of any spiteful firm.

Governed as it is by a sincere desire to serve the best interests of all, viewing a publication from the standpoint of the exhibit it makes, and with such a high and impartial standard there is no reason why the association should not accomplish much good, both for its members and legitimate and honest publications.—*Confectioner and Baker.*



A POPULAR STYLE OF ADVERTISING AMONG THE NEW YORK DENTISTS.

Newark Evening News

(Price 2 cents.)

New Jersey is an ideal State for the general advertiser, because of its prosperity and the possibility of covering nearly all of it with one paper—**THE NEWARK EVENING and SUNDAY NEWS**. Over 30,000 papers sold in Newark itself provide an **EVENING NEWS** for almost every dwelling house in the city. There are sold in the Oranges and similar suburbs over 16,000 more, making the total daily sales over 46,000 papers.

EVENING NEWS PUBLISHING CO.
215-217 MARKET STREET, - NEWARK, N. J.

SPECIAL ADVERTISING AGENTS:

R. F. R. HUNTSMAN,
St Paul Building,
New York City.

WILLIAM H. DAGGETT,
227 Washington St.,
Boston, Mass.

CHARLES J. BILLSON,
Stock Exchange Building,
Chicago, Ill.

LOUIS M. PORTER,
Emingham House, 1 Arundel St., Strand,
London, W. C., England.

Newark Sunday News

(Price 5 cents.)

COMING INTO DAILIES.

One of the important developments of recent times in the advertising field is the evident scramble on the part of advertisers—great and small—to get into the daily newspapers.

Advertisers who have heretofore used only high class magazines and auxiliary forms of advertising are now rushing into dailies.

Quite a number of large general advertisers have forsaken the magazines almost altogether.

There must be method in this madness.

In fact, it is not difficult to fathom the "why and wherefore" of this action.

The magazine, no matter how large its circulation, is scattered over an immense territory and thus fails to bring to the article advertised those quick, direct results which daily newspaper advertising brings.

The daily newspaper, on the other hand, covers a specific territory, and the advertiser may, through this medium, reach practically all the people in one section or city.

Take New York City, for example.

One might use all the magazines in the whole country and not reach so many readers in this one city as may be reached through one, two or three of its daily newspapers.

And the conditions that obtain in New York are practically the

same elsewhere. The American people are great newspaper readers, and few intelligent city people do not read the daily papers.

Newspaper advertising is usually more to the point and less liable to escape being seen than is magazine advertising.

With the papers the advertiser is enabled to reach the people day after day until the right impression is made.

Thus it would seem that the duty of the general advertiser is plain.

Dailies should come first—magazines next.—*Advisor.*

DRY GOODS IN NEW YORK.

In a recent issue of the *Dry Goods Economist* (New York), Henry Howland, the advertising manager of Frederick Loeser & Co., of Brooklyn, makes the following interesting assertions:

So far as New York is concerned, there's no place in the world where advertising is really more truthful—due largely to the fact (aside from the high standard of integrity among merchants) that there's no place in the world where the shopper is so thoroughly conversant with real values, no place in the world where a true statement is more quickly recognized or a misstatement more quickly detected; no place in the world where keen competition makes exaggeration a more reckless experiment; and yet, unfortunately, the general tendency of advertisers to-day, everywhere, is to exaggerate, "Mud Hollow and Grass Center" not by any means excepted.

LOCAL CONDITIONS.

Local conditions should govern the tone of newspaper advertising. When your town is prosperous, all its wage earners are employed, new people moving in every day, do your advertising accordingly. A distressed tone—or, what is worse, no advertising at all—is not in harmony with such conditions.

THE LEADING OPTICAL COLLEGE
OF THE WORLD

NORTHERN ILLINOIS
COLLEGE
OF
OPHTHALMOLOGY
AND OTOTOLOGY
CHICAGO.

ILLUMINES
THE
OPTICAL
WORLD

MASONIC TEMPLE

DRS. J.B. & G.W. McFATRICH
EYE & EAR SURGEONS

gives Attendant and Correspondent Courses that are practical, thorough and just what an optician needs to be successful. A Life Scholarship covering all courses, four degrees and diploma issued by State authority, including attendance as often and whenever the student may desire.

College Fee \$25.00 No Extra

Eight Able Instructors

Daily Clinic for Student's Practice

Register and begin your work any day

SEND FOR 1901 ANNOUNCEMENT JUST ISSUED

G. W. McFATRICH, M. D.

Secretary
Masonic Temple, Chicago

THE REAL REASON

The real reason why some advertisers do not use the street cars is that they are not familiar with them, what it costs to use them and what they can accomplish by their use.

Experience has taught those advertisers who do use the cars that it is to their best interests to do so.

The patronage of our cars by the largest advertisers amply verifies this statement.

They get results.

That's what makes their advertising profitable.

You can duplicate their success, but a great deal depends on getting the right cars.

We have them.

Ask us for particulars.

GEO. KISSAM & CO.,
253 Broadway, New York.

A TRADE PAPER ADVERTISER.

HOW THE SPRAGUE ELECTRIC COMPANY MAKES ITSELF KNOWN.

Trade paper advertisements are usually dull, indifferent and unattractive, and in many cases are looked upon by the advertisers themselves as a necessary evil. This can hardly be said of the advertisements of the Sprague Electric Co., of 527 West 34th street, New York, which in recent years have regularly appeared in the prominent trade journals. Their construction shows considerable taste and much care, while their

est the inquirer. Then we have a regular mailing list to which we are constantly adding, sending out any new matter as it is published to these names.


"We do not publish any general catalogue," he said in answer to a question. "We find it better to devote a catalogue to each separate line of goods we manufacture. The majority of our customers are not interested in all the different articles we manufacture, and perhaps three-fourths of a general catalogue would not interest any particular one, which would mean so much wasted. For instance, we have a catalogue of elevators, one


ECONOMICAL
RELIABLE

ELECTRIC POWER


LUNDELL MOTORS

**WE WERE
THE PIONEERS**





**WE ARE
THE LEADERS**



LUNDELL MOTORS are used in both the largest and smallest printing houses in this country. Their many superior qualities are explained in our illustrated Bulletin No. 3288. Send for a copy. Every wide-awake printer should know about them.

SPRAGUE ELECTRIC COMPANY

General Offices—527-531 West 34th Street, New York.

Chicago—Fisher Building. Boston—275 Devonshire Street. St. Louis—Security Building. Baltimore—Guardian Trust Building.

dignified appearance leaves a good impression when seen.

In a talk with me recently Mr. Davis, the advertising manager, said: "We have advertised more or less since the formation of the present company, gradually increasing our appropriation. We key all our advertisements, so that we are able to trace to a very large percentage the inquiries we get from the different mediums employed. These results, of course, govern the division of our appropriation, which at present is about equally divided between trade papers and literature. In answer to inquiries we send the literature asked for, or most likely to inter-

on interior conduit goods, another on generators, and so on."

Regarding the place of advertising, Mr. Davis said: "We plan our advertising for the entire year, in time to place contracts the first of January. In this way we know what publications we are going to use, the amount of space required, and the amount of money necessary. This we have found more satisfactory than the haphazard, first-come-first-served method so often employed. From a manager's standpoint it is a decided advantage in the saving of time and bother caused by the ceaseless visits of innumerable solicitors."

Replying to a question about the

value of circular letters and like methods of attaining publicity, he said: "Circularizing is far too expensive for the results obtained. I think the same amount of money spent in buying space in the leading trade papers in that particular field would prove a much better investment. Our advertisements usually take the form of a frank talk with the reader. We aim to talk through our advertisements, in much the same manner as we would to a prospective customer sitting before us. It sometimes happens that the space at our disposal is not large enough to go into detail, in which case we say something calculated to encourage the reader to write for further information. The headline or name of the article being advertised, and the name of the advertiser, I think, should always be most prominent, with the descriptive matter set in small type in paragraph form, with not more than two styles of type in one advertisement. Whenever possible we give an illustration of the article advertised, or 'adicle,' as you might call it. Illustrating a catchy headline, or a point we wish to make prominent, is sometimes done, but never unless it can be done in a dignified manner.

"We attribute our success and present standing in the electrical world to a large extent to the advertising we have done in the past. Of course, we confine our advertising to the leading electrical and mechanical papers. We find the *Electrical World*, *American Electrician*, *Power* and the *Inland Printer* bring us the best results.

"Our general advertising is well distributed through the year, with the exception of fans, which we push in spring and summer.

"We do not advertise prices, and do not consider it advisable, unless one has a bargain to offer.

"We follow up our inquiries in a persistent but courteous manner, being careful not to annoy the inquirer, but keep him posted so that he will not get away from us. In some cases advertisers consider a great many inquiries as coming from professional catalogue hunters who have no intention of buy-

ing. In such cases, unless they come too frequently, we consider it a rather indirect advertisement to follow it up, and one which may bring some returns from sources least expected.

"A couple of years ago we published a monthly journal which was of a technical character. It was gotten up in quite expensive style, and was intended to educate our customers in electricity, and acquaint them with new productions. We found it, however, too expensive, and felt obliged to cease its publication."

The catalogues issued by the Sprague Electric Company are really handsome specimens of the printers' art. The finest engravings are used, and seemingly no expense is spared to make them the best obtainable. They evidently consider that appearances go a long way in inducing a prospective customer to purchase their goods.

W. A. LANGTON.

THE EASY READING AD.

An easy reading ad is the ad that is going to get in its deadly work. The prettiest, most artistic, best displayed ad in the world, if it is hard to read, will not get the attention it deserves. Good, easy reading in an open ad will open the purse-strings of the masses.—*Shoe and Leather Facts*.

UP-TO-DATE ADVERTISING.



During the hot spell an uptown hatter distributed straw hats with stitched ear holes to truck drivers to be used on their horses' heads as shown in the cut.

THE AMERICAN INVASION.

In an interesting article in a recent number of the *Saturday Evening Post* (Philadelphia), Kenrick B. Murray, secretary of the London Chamber of Commerce, discusses what he calls "The American Invasion." The increasing investment of American capital in English industries he regards as a good sign, as giving concurrently to John Bull a greater willingness to compete and adapt himself. The faults of omission and commission so generally laid to Britain's door when trade methods are discussed he attributes to England's great prosperity and undoubted wealth. The country, he says, has reached that point in its career when, having amassed considerable profits, it is less inclined than formerly to go into risky propositions, leaving that to younger and more courageous nations. The methods of Germany in granting long periods of credit on small profit ventures in order to secure business at any price he says has "landed Germany in a serious commercial condition. The very banks which fostered and discounted the long credits which our merchants declined to concede have become seriously involved." In regard to London's leadership, Mr. Kenrick makes the following statements:

It is generally contended that when either a nation or an individual reaches that stage of prosperity at which it becomes possible for it, or for him, to select the best business and to decline the less profitable, that that position is not in itself an indication of want of enterprise or deterioration of character. It rather proves, by the test of actual result, by hard fact, that national or individual reputation has risen so high that the very best business is brought and submitted for its acceptance. That I believe to be the position of this country at the present moment. Whatever is best and most remunerative in mining, manufacturing, shipping, supply, concessions, finance, loans or other operations, the entire world over, is brought to London in the first instance. London, I believe, receives the first offer, and the option of refusal, of all business that is most valuable and profitable from all parts of the universe. This fact is recognized in business circles of all countries, and that is, I believe, mainly why our American cousins are seeking to have a "look in" to a market which is

larger, freer and less restricted in all ways than their own.

Now this status of the London market constitutes a national position of enormous strength. It forms an asset of priceless value. There is fashion and habit in trade, as in all else. History records proof of this fact. We know how, in the past, the acknowledged centers of trade have altered and been gradually deflected from one country to another. And with such deflection the prosperity of the interested state waned and departed. We know that history repeats itself, and that natural causes alone will not assist London to remain the center of imperial trade forever. Fate helps only those who help themselves.

AMERICAN ADVERTISERS IN CANADA.

Taking a single representative publication, for example—because space will not permit of a review of very many—and the following American advertisers are found represented in the same characteristic manner as they are wont to advertise at home:

The Corticelli Silk Company, P. D. Corset, Rogers (1847) Bros., Royal Yeast Cakes, Hood's Sarsaparilla, Himrod Manufacturing Company, the American Tire Company, Dr. M. A. McLaughlin, Sozodont, Lords of the North, Abbey's Effervescent Salt, American College of Sciences, C. E. Mackay & Co., Mutual Life Insurance Company of New York, Woodbury's Facial Soap, Chemic-Electro Institute (Buffalo), M. J. Tindall (Cohoes, N. Y.), Haight & Freese Company, Carter's Little Liver Pills, Radway's Ready Relief, Malt Breakfast Food, Evans Chemical Company, Improved Elastic Truss Company, Castoria, Royal Baking Powder, St. James Association, Paine's Celery Compound, Laxative Bromo-Quinine, Dr. R. V. Pierce, Alice of Old Vincennes, Ayer's Sarsaparilla, Dr. Williams' Pink Pills, American Sheet Steel Company, Dr. Burkhardt's Vegetable Compound, Vin Mariani and Medicura Soap. Besides the above are a number of Buffalo hotel and American railroad advertisements.—*Advisor*.



A GREAT WORLD POWER.

Reaching All Advertisers

PRINTERS' INK of August 7, in addition to going to its regular subscription list, will be sent to all general advertisers listed in the book of the Publishers' Commercial Union, an addition of

15,792 Extra Copies

The extra copies are sent with a view of securing subscribers, but at the same time furnish an exceptional chance to advertise a newspaper—with no increase in rates.

Copy must be in by July 31st.

The cost of a page advertisement without position is \$100, half pages, quarter pages pro rata. Twenty-five per cent extra for specified positions, if granted.

Other special editions will be as follows:

SEPTEMBER 4.—Patent Medicine Manufacturers.
OCTOBER 9.—Druggists, Wholesale and Retail.
NOVEMBER 6.—Cigar Manufacturers.
DECEMBER 4.—Seed and Nurserymen.
JANUARY 8.—Distillers.

Advertisements solicited for any or all at same rates as the Publishers' Commercial List edition. Copy to be in one week in advance. If interested, address

PRINTERS' INK, 10 Spruce Street, New York.

THE AFTERNOON PAPER.

The most successful dailies in America to-day, at least from a financial point of view, are the afternoon newspapers. This is especially true in the West; but even in the great metropolitan centers, New York and Chicago, where the ancient supremacy of the morning newspaper still obtains in a way, the afternoon editions are making the money which the morning editions are spending. As a single example of this latter fact, take the *Chicago News*, whose pages, crowded every evening in the week with advertising, bring in the princely revenue which enabled Mr. Victor Lawson to make the *Chicago Record* a model morning newspaper. Cast your eyes whithersoever you will—to Detroit, Milwaukee, Kansas City, Denver, St. Louis, Cleveland, Cincinnati, San Francisco, Pittsburg—and the daily that is making money is issued at the close of the day. Without at this time entering into the question of which is the better newspaper—the morning or the evening—it must be evident that there are sound business reasons for this financial success, which is the more surprising when one recalls the great, influential morning dailies of not so very many years ago. Those were the days of personal journalism, when people bought the *New York Tribune*, not to read the news, but to see what Horace Greeley had to say. There were giants in those days—but they did not print newspapers as we understand the term to-day.

The world does its work in the day time; in the evening it amuses itself. The afternoon paper is an attempt to help the world amuse itself in the evening by reading what it has done in the day just closed. I say an attempt because the problem is still in process of solution. A telegraph editor who had served long terms at both the day and the night desks once said to me:

"There is no denying that fully 80 per cent of the important happenings of the world are first

chronicled in the day report. The night report not infrequently follows on with interesting opinion and gossip about the happening, but the actual happening itself is almost invariably an old story by the time the morning paper gets to its readers." And that is true.

The afternoon paper is still very far from being a perfect product even in a comparative sense. Probably no one realizes its shortcomings more keenly than those most intimately concerned in putting it together. The hot haste with which this daily synthesis is accomplished increases the liability to error, and the striving for accuracy on a conscientious afternoon paper is quite as strenuous as the race against time. But I believe that with the constant improvement in methods, machinery and men, the afternoon newspaper will inevitably outstrip its morning rival and become the leader in every department of journalistic activity.—*H. B. Chamberlain, in National Printer-Journalist, Chicago, Ill.*

FAC-SIMILE TYPEWRITTEN.

Fac-simile typewritten letters are generally recommended for following up inquiries brought in by advertising. These cost about \$2.50 for the first thousand and \$1.75 for each additional thousand—the letter-heads being furnished to the printer. These may be mailed for one cent if taken to the postoffice in quantities of twenty or more for mailing. When dropped in letter boxes two cents postage is required. Circular letters may have the date and name and address of the recipient inserted and still be mailable at one cent.—*Advisor.*

EXCHANGE AD ILLUSTRATED.



"COMMERCIAL TRAVELER WOULD LIKE TO EXCHANGE THOROUGHbred BULL PUP FOR SHOT GUN OR REVOLVER."

MAGAZINE ADVERTISING'S
TREND.

Magazine advertising is developing a peculiar phase. The pages of the monthly publications are becoming repositories for works of art more than for advertising.

The "clever" idea seems to be prevailing just now. Illustrations of surpassing beauty and skill with witty lines and hardly anything but the name of the product are seen. This practice has developed a school of advertising criticism which is seeking for minute distinctions in the magazine pages and which judges them by art or literary standards in place of their value as paying investments.

The idea of firms in using the artistic magazine page seems to be merely to catch the eye and keep the name familiar. It is nearly all old houses which employ the method. It would be disastrous for new firms to cultivate the artistic magazine page. But the old firms merely keep their name to the fore. In fact, the most noticeable thing about magazine announcements is the rarity of newcomers. This accounts for the magazines becoming repositories of well known houses.

The most foolish course for a newcomer to pursue would be merely trying to put artistic plates in magazines as a means of building up a business. What new advertisers there are in the magazines do not use the plan. They have plenty of reading and argument, and the illustration is a side issue—an accompaniment.

The old advertisers realize that

no product is securely enshrined in the favor of the public. They must devise new striking designs to keep the public eye on what they are doing. They dare not allow their advertisements to assume a stereotyped form. Therefore they employ magazines as appearing about often enough to keep their name up and make their designs so as to attract the eye on account of their cleverness.—*The Advisor*.

ANENT THE PRUNE PROJECT.

The best way to convince people of the quality of any article is to show it to them just as they are expected to purchase it. Prunes are not different from other things in this respect. Had I been interested in the California prune project I should have insisted upon the shipment of a carload or more of prunes to every large city in which the advertising was to be run. Simultaneously with the appearance of the first advertising I should have employed salesmen to cover the retail trade—turning the orders over to reliable jobbers to be filled. I should have arranged to have California prunes displayed in every grocer's establishment—providing a special glass-covered box or some such thing for the purpose. There would be an inducement to both jobber and retail dealer to handle California prunes—at least for a long enough time to get them thoroughly introduced—and these things in connection with the advertising would, I am certain, have moved the California crop in good shape. People who read the advertisements would then be enabled to see, taste and judge of their quality. They would be fully satisfied as to the merits of the article before they decided to purchase—they would not be compelled to ask the grocer for California prunes and receive a "have not got them" in reply. The average purchaser of a newly advertised article does not rush wildly to the store to purchase. The sale is effected after having seen the article in the store. The advertising does its work when the article looms up in sight and promises by its appearance to do or be what is claimed for it.—*Advisor*.

AS 3 TO 1.

"We get three times the result from THE STAR that we get from any other paper. This applies to men as well as to women."

(Signed) ROBT. C. CASTELBERG,
(of Castelberg's National Jewelry Co.), Washington, D. C.

M. LEE STARKE, Representative { New York, Tribune Bldg.
Chicago, Boyce Building.

A HINT ON DISPLAY.

Unless the display lines in your advertisement tell the story at a glance, what's the use of display lines?

What's the use of starting an ad with some inconsequential word or words in heavy bold-faced type and then letting the pith of the story be lost in the body of it?

Take, for instance, an ad like this which I saw in the paper the other day:

WARM WEATHER.

What is the use of preparing supper when you can come here and get an excellent meal for 25 cents? FRAILEY, 89 North Second St.

Now, the newspaper readers who read hurriedly—and they are a mighty proportion in big cities—for them this ad is lost. What's the use of telling people the weather's warm? If it is, they know it just as well as you. If this ad were larger and no better displayed, it might as well be consigned to the eternal depths so far as the busy man is concerned, and for the wife or daughter or any of the old folks at home who have plenty of time to read, it is of no interest, because they eat at home generally.

Instead of writing the ad as it appeared, I would have made it something like this:

EVENING MEAL, 25c.

What's the use of bothering this warm weather about preparing a supper when you can come here for an excellent meal at a moderate figure? FRAILEY, 89 N. Second St

For the man who had any intention of getting a meal in the evening in the neighborhood of this restaurant, my ad would have been of interest. He sees at the first glance: "Evening Meal, 25c.; 89 N. Second Street." There is the whole story. The rest is elaborate argument.

I would argue the same way about any larger ad. Generally speaking, the display lines in an ad should state: The name of the article, the price (terms, if alluring), and where the article can be bought. If the article is offered at only a specified figure that should also be stated boldly. The rest of the ad should be light. This will make a contrast—a display. All black will not, any more than all light. If the predominating color of the ad is black, a light border helps, and vice versa.

But to put little dinky words at the top of an ad—words that give no clue to the story to be told—is a waste of money and a waste of time.

CARELL TRUEMAN.

HE WAS EGOTISTICAL.

An egotistical advertiser once grandiloquently remarked in taking the affirmative side of an argument regarding the use of the flag in advertising that he had helped to popularize the flag by publishing it in a number of his advertisements and circulating them all over the country. The assertion remained unanswered—not for lack of arguments by way of refutation, but because the recipient of the information was speechless with amazement.—*Advisor, New York.*

ADDRESSES.

There is as much difference in the value of addresses as exists between shoddy and silk in cloths. This value is dependent upon the use that is to be made of them and their reliability and varies from \$1 per thousand to \$80 and over, according to their scarcity and class. To the thoughtful person this becomes at once apparent. Their value in each individual case is governed by the purpose for which they are to be used. Thus, while a list of "Huron County Taxpayers" could be profitably utilized by retail merchants in that locality for circularizing, experience has proven that such lists cannot be profitably used to send out a mail order proposition, and it would be an exceptionally good one wherein the sender received an amount back sufficient to equal the postage used in mailing it out. This would be likewise true of any general classification of the public, such as "Lists of Voters," "School Teachers of Iowa," etc., for the very simple reason that less than fifty per cent of the public are accustomed to ordering goods through the mail.—*Suggestions (Cleveland).*

GOING AFTER A POSITION.

James A. Shaw, in the Chicago *Times-Herald*, talking to boys who want positions, says:

Put an ad in some good paper, stating in clear-cut language your age, qualifications and that you are willing and ambitious. Look through the best newspapers and pick out the ads that seem attractive and write a letter to each one. Call personally on the firms you would like to be with, carrying a letter of application composed and written by yourself. Try to impress upon those to whom you go the fact that you are just the boy they want, and yet don't make yourself obnoxious. Take any position you can get, just so it is an honorable one, for the possession of a position is the best recommendation you can have for securing another, should you wish to.

IN ADVERTISING, AS ELSEWHERE.

Many a so-called modern idea can be traced to a respectable antiquity.—*Profitable Advertising.*

CATCH-LINE OF WELL KNOWN AD ILLUSTRATED. SOROSIS SHOE, LYNN, MASS.



"FOOT NOTES."

BOSTON CONCEPTIONS.

The Boston Amusement Stamp Company is a new concern out with a new advertising scheme, something like the trading stamp idea. They give merchandise, free theater tickets and tickets to other amusement and recreation places in exchange for the stamps, issued by various retail merchants. About 500 merchants in and around Boston are using them since July 1. The general manager, Mr. Ramseyer, says that the amusement stamps have taken the place of the old style trading stamps in the West, as the stamps are redeemed at a fixed value of ten cents, thirty at a time.

The Boston Ideas Press makes it a point to follow up closely every opportunity for business. If a man calls at their office for an estimate on printing, his name and address are secured, and the next day a little bundle of stationery, including blotters and writing pads, bearing the Ideas Press imprint, is sent to him. On one set of pads is printed: "When this pad is consumed, call or send for another. If your office stationery is low, send for estimates. Ideas Press, 61 Essex street, Boston."

The Storey Cotton Company has been advertising in the Boston Sunday papers recently, with big headlines, which start as follows: "Five thousand dollars reward to any one who can produce a single just claim against us during our many years' business experience. We will pay the above reward to any one who can show that we do not do exactly what we promise. The same sum will be paid to any one who can successfully refute our statements or claims in any respect. Let the knockers and croakers step forward and get the money or forever hold their peace. We say cotton is the best investment."

It's nothing new for hotels to advertise (in a mild or perfumatory sort of a way), but very few of them use more than a hundred lines of space at the outside. But the Criterion, of Boston, has been using half pages lately, embellished with cuts of interior and exterior, in the Sunday papers. The ads call attention to the moderate rates obtainable in a newly remodelled hotel with modern appointments, the excellence of the cuisine, private dining rooms, furniture, comforts of the bath and sleeping rooms, and safety fire appliances. The ads wind up with the words: "We want your trade and will work for it. Give us a trial and be convinced."

Gilman Low, a Boston artist, with studios in the Harcourt Building, departs somewhat from the ethics of his profession and employs an advertising manager and press agent, who sees that his employer's works are placed upon exhibition wherever possible, particularly in places where large crowds assemble. A catalogue of the subjects is passed out to visitors at these gatherings, which also bears an announcement to the effect that Mr. Low gives instruction in drawing, painting, composition, perspective and anatomy, also

penmanship and physical culture. It has another paragraph which states that the versatile Mr. Low works out heraldic designs in original colors, writes society cards and diplomas, executes every description of writing and restores old and valuable paintings. Truly a man of industry and diversified talent!

GERAL DEAN.

BRIGHT SAYINGS OF OPTICIANS.

Opticians are usually good advertisers, perhaps partly because their business is of comparatively recent development. In any event, their ordinary newspaper advertising often contains gems of expression, and a few of them are here reproduced:

It's a delusion, fondly cherished by the uninitiated, that because they see better with a certain pair of glasses, their eyes have been improved. Perhaps—perhaps not. The only safe course is to have your eyes examined by an expert, just the right glasses prescribed, just the right sort fitted.

One eye at a time. That's the way we test. Usually the eyes differ in sight. A glass which suits one injures the other, and ultimately both suffer. A misfit would hurt your eyes and our reputation.

Many an easy-going man whose spectacles "suit pretty well" really has no idea of the comfort of perfectly fitting glasses. It's a revelation.

There's everything to gain and nothing to lose in letting us see whether your glasses are right or not—it costs nothing.

Free choice. If you see any bridge or nose piece or attachment advertised that you like, come here and get it. We don't "push" special attachments. We have all that are good, and let you choose.

Glasses aid not only the vision but the appearance. Different faces require different frames, just as different eyes require different glasses.—*Jewelers' Circular, New York City.*

We never could make special publications, posters or signs pay in any sort of comparison with regular newspaper advertising.—*Gimbel Brothers, Philadelphia.*

NOTICE TO ADWRITERS

Firm doing large amount of advertising wishes man to prepare circulars, booklets and advertising schemes. One fertile in ideas, and experienced in putting them in effective shape. Permanent position demanding entire time. Advertiser cannot correspond with mere names and addresses. The right man ought to be able to write clearly of what he has to offer. Specimens of his work, details of previous business experience and names of personal references would help. Address

ORIGINATOR, P.O. Box 1592, Phila., Pa.

BRIGHT SAYINGS.

PRINTERS' INK solicits marked copies of printed advertisements in which "bright sayings," terse and epigrammatic expressions appear. There are many of them, and some of them are very good.

DON'T take our word for it; shop and see.

WRITE, and we will wait on you by letter.

COME and enjoy the charm of first choice.

WE think for ourselves by thinking for you.

FASHION waits on quality and price on both.

IT is impossible to exaggerate the quality of goods in this section.

IF anything goes wrong, write us and we will make it right.

THE favor of the public is the final proof of merit—always.

THE store is in its best bib and tuck—newness everywhere.

COOL underwear for warm weather at prices refreshingly low.

THE prices aren't remarkable except in relation to the quality they stand for.

WE are interested not only in having your orders, but in giving you good service.

WHAT you do not find we hope you'll ask to have us send for; we can get it for you if it's made.

KEEP our catalogue near your elbow, and when you have needs, consult it and let us hear from you.

DOES your gown in its every outline tell of masterful handling by designer, cutter and maker? If not, it wasn't made here.

COST no more than the common kinds, and surely, whether you drink for health or for pleasure, you are entitled to the choicest.

THE proverbial pride of the boy in red-top boots isn't a circumstance to the rapture of a little maid with her first drop-stitch stockings.

YOU step into more good style and satisfaction when you don one of these ready-to-wear skirts than you sometimes get by frequent trips to a dressmaker and a greater expenditure of money.

SUCH umbrellas win their way into good homes on their good looks, and prove their right to be there by returning a measure of service unsurpassed, charming in the gloss of newness and the novelty of choice handles.

A REVELATION of daintiness—well and carefully made from first class materials—every resource of the baker's art has been drawn on in their making—an appetizing novelty—crisp and tasty—particularly adapted for all social occasions.

TO compete successfully in this age and generation business men must be alert, painstaking and, above all other things, honest in dealing. By adhering to this simple rule of conduct we have earned our success. We never adver-

tise "something for nothing"—none but too credulous people believe these statements, anyway—but we do sell fine clothing, furnishings, etc., at fair prices.

AN excellent lunch cracker—slightly salted—as large as a dime but somewhat thicker—over 500 to a pound—a small biscuit at a small price—made particular people for particular people—American Biscuit Company's quality—that means best always.

EMERSON LIQUID DRESSING is a leather food and a preservative—an occasional application will keep your shoes soft, pliable and comfortable; without its use your shoes will become hard, stiff, liable to crack. Produces a brilliant polish and will not soil the daintiest of skirts. Sold only in Emerson stores, 25c. per bottle. Our special mailing package (cannot break or leak) sent prepaid for 30 cents.

ASK to see the suits advertised. Examine into every detail of style, quality, fit, tailoring. Satisfy yourself they are as represented. Every fashionable fabric you want. Quiet-toned fancy plaids—checks—stripes, neat mixtures—solid colors. As to style—all styles—West Point military coat, regulation or double-breasted sack—and your size. Positive reductions to give you a cue on Snellenburg made clothing—once you know it you will have no other.

THE only biscuits you can afford to sell is the best kind—the "American" brand. The peculiar excellence of these biscuits will help to make friends of your customers. There are biscuits which cost less for the same reason that brass jewelry costs less than gold jewelry. Don't risk your reputation with these unworthy, slow-selling and less profitable brands simply because they appear to be cheaper. There's profit in high-class merchandise—and "American" biscuits are high-class merchandise.

THE cause of nearly all the headaches is eye strain, caused by defective eyes. Remove the cause with correctly made glasses, the headache and all that goes with it vanishes. I will test your eyes and fit you with glasses that I unconditionally guarantee perfect in every way. If you have eye trouble of any nature, or cannot see as you should, don't delay, as delay breeds disease, but come at once. I will examine your eyes with my new method free, and tell you the truth if you need glasses or not. "Difficult cases my specialty."

WE don't expend time in compiling and money in publishing store doings unless they are interesting. Occasionally we hear of a woman who skips the advertising pages of her favorite paper and who promptly consigns to the waste basket all forms of advertising literature. She's making a mistake—that's all. There's more to be learned of human progress from the advertising pages of a magazine than from the literature sandwiched between, and there's more of practical economy and style news in the advertisement of a modern dry goods store than may be found by much diligent search elsewhere. Pardon the digression; here's the news

NOTES.

THE latest *Inland Printer* contains an interesting sketch of John Adams Thayer, advertising manager of the *Delineator*, New York.

THE sixteenth annual convention of the National Editorial Association was held at Buffalo June 10 to 14. The *National Printer-Journalist* of July contains the proceedings complete.

A "HOME Market League of Jersey City" has been formed in that city with the purpose of keeping the trade of that town within its own borders, instead of allowing the metropolis to get all of it.

THE twenty-page catalogue published by the Indianapolis Brush and Broom Manufacturing Company, 26 Brush street, Indianapolis, is well written and well illustrated, and it is rather interesting to learn of the manifold products in the brush and broom line. A total absence of price quotations appears to weaken the value of the catalogue.

THE *Minneapolis Journal*, in a recent issue, tells how it has made shareholders of the assistant manager, the predecessor of the present city editor, the foreman of the composing and advertising departments, and the circulation manager. All of these additions to the shareholders have been in the *Journal's* harness for at least fifteen years, some of them even antedating the present management.

METZ B. HAYES, who for the past eleven years has been connected with *Outing*, and more recently as its business and advertising manager, resigns August 1 to continue his advertising work in the broader and more productive field which *Frank Leslie's Popular Monthly* provides. He will be associated in the Eastern territory with Mr. Robert C. Wilson, while the advertising interests of *Leslie's* in the West will be in charge of Mr. Charles D. Spalding.

ABOUT *Grit*, the big weekly, the Grit Publishing Company, Williamsport, Pa., has sent out a handsome eight-page booklet which contains a short, crisp and convincingly presented argument why the paper should be a profitable medium to advertisers who wish to reach the people who are readers of *Grit*. The front cover inscription of the booklet reads, "There is good money in it," and on the inside cover is pasted a small envelope which contains an aluminum pocket piece with a new one-cent piece in the center. It looks tasty. The average weekly circulation of *Grit* according to the American Newspaper Directory was 104,316 copies during 1900.

THE "Juniors" of the Dayton, Ohio, Young Men's Christian Association have inaugurated a genuine novelty in the way of Exposition propositions. The boys of all lands, and their older friends, are invited to contribute specimens of the natural products of their respective neighborhoods for exhibition at Dayton during two weeks in September. The responses have been so

generous that this Junior World's Exposition scheme has outgrown the original thought of the youthful promoters, and is becoming quite an extensive affair. In the beginning an exposition company was formed, the shares selling solely to members of the Dayton Junior Department, an organization of boys from twelve to seventeen years of age, some three hundred in number.

"LETTERS of Credit," issued by Blair & Co., domestic and foreign bankers, 33 Wall street, New York, is a thirty-two-page booklet full of practical suggestions and information for travelers abroad and in this country. The advantages, security and comfort of letters of credit are interestingly demonstrated. The terms of issue in small and large amounts are given in plain figures. A number of pages give the names of places all over the world at which the Blair Co.'s letters of credit are available. Two lithographs show reduced fac-similes of an actual letter of credit, the front side the credentials and the reverse side the accounting for the sums drawn. The booklet is of convenient pocket size, printed on strong paper with a plain, pliable cover.

THE largest single advertising contract that was ever made by an Ashland firm was that made Monday by E. J. Worst. He contracted with Blaine & Thompson, of Cincinnati, for \$18,000 worth of periodical advertising to be taken out inside of five months beginning with September. This is an immense sum to spend on advertising alone, but Dr. Worst has had sufficient experience in that line to know that a successful business demands persistent and plenty of advertising. Much more advertising in addition to the above will be bought by this well known establishment. The inhaler, which is the main article manufactured, is selling in enormous quantities. Loads of them are sent out by every express and mail leaving Ashland.—*Ashland (Ohio) Gazette*.

A MONTHLY publication for the advancement of American industries and trades is to be published in Paris in French. The American headquarters of the publication has been established in Chicago, and the first number will be issued in Paris August 1. Charles A. Hundt, formerly connected with the editorial staff of the *Chicago Record*, will have charge of the American end of the enterprise. E. de Valcourt, of the Credit Lyonnais, one of the largest banks in Paris, will look after the circulation of the magazine in Europe. It is the intention of the promoters not only to build up a circulation in France, but in all of continental Europe as well. The publication will be known as *Le Commerce d'Amerique avec les Pays d'Europe*. The condition of trade in America will be noted in detail from month to month, and reviews will be written by men who stand high in the various industries in this country.—*Newspaper Maker*.

GOOD ADVERTISING POLICY.

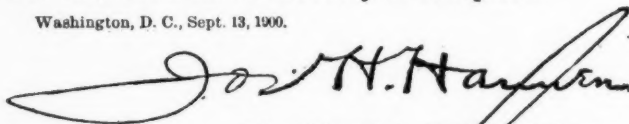
A dollar's worth for a dollar will always remain good business policy for the man who advertises.

SOUTHERN

We subscribe to and pay cash for the American Newspaper Directory, and find it of great value in our Advertising Department. We have 6,892 miles of railway, extending from Washington, D. C., all over the South, and in advertising this system we use more than 1,000 publications, and in selecting this list we find that we get a correct idea of circulation from this Directory that cannot be obtained from any other similar publication. We receive other newspaper directories gratis; but the fact that we pay cash for this one in addition shows that we cannot place the same dependence upon the "free list."

We thoroughly appreciate the careful manner in which this Directory is compiled.

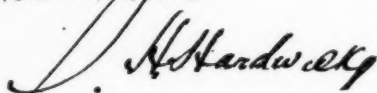
Washington, D. C., Sept. 13, 1900.



Advertising Dept., Southern Railway.

I am looking forward to receiving the new edition with a great deal of anticipation as, although the American Newspaper Directory seemed to have reached a high state of perfection several years ago, there is always something new and of value in each succeeding edition. It is regarded as the standard of authority with the Southern Railway.

Washington, D. C., May 21, 1901.



General Passenger Agent, Southern Railway.

As a protection intelligent business men insure their lives, their houses, their ships and cargoes ; they hire expert accountants at stated intervals to discover any possible leakage or discrepancy in the conduct of their affairs and money matters. The American Newspaper Directory is an almost identical accessory for business protection of advertisers. It is absolutely the best safeguard for advertisers that has yet been devised. It is not infallible—but it will be a long while before anything better can take its place, as the most experienced advertisers say, who have made use of it for long years. The efficiency of the Directory lies in the long experience which its publishers have acquired in dealing with publications, and their steadfast adherence to the principle that every advertiser has a right to know by weight and measure what he gets for his hard cash.

RUSSIA'S UNDERGROUND PRESS.

During the few years when "terroristic" Nihilism was at its height, when the revolutionary party was mining railroad tracks over which the Czar was expected to pass, these champions of liberty scarcely managed to publish two "underground" papers, says a writer in *The Forum*. Now the number of revolutionary organs, more or less regularly brought out "under the very nose of the gendarmes," is twelve. It is admitted, however, that those who take part in the printing or circulating of these papers do not run the risks which the same sort of work involved in former days. Time was when persons arrested in a secret printing office were sentenced to long terms of hard labor in the Siberian mines. This, as a rule, actually meant death within a year or two from consumption, scurvy, or insanity, in a damp, isolated dungeon in the fortress of Peter and Paul, or of Schlüsselburg. The men and women, therefore, who volunteered to set type in the revolutionary printing establishments of fifteen or twenty years ago took their lives in their hands. Having nothing to lose, they were armed, and when raided by the gendarmes they defended themselves desperately. Thus, when the police had discovered the house where the organ of the terrorists was printed, shortly after the assassination of Alexander II., the firing on both sides lasted about an hour and a half. The case is different with the Nihilists who are connected with the underground Russian press of to-day. The average punishment for an offense of this kind is now about eight years of "free exile" in Siberia; and as there is scarcely a village in Asiatic Russia that has not from twenty to thirty "politicals" among its inhabitants, life in banishment is not half so hard to bear as it used to be. As a consequence, the raiding of a secret newspaper office is never accompanied by bloodshed now; and no sooner does one office fall into the hands of the enemy than another springs up in the same city.

Besides the papers which are printed by the Nihilists at home, they import revolutionary pamphlets from Switzerland and England. These are smuggled across the frontier by a well organized group of contrabandists, all members of the revolutionary party. The monthly average of pamphlets and tracts reaching Russia by these channels is 50,000. Their distribution is intrusted to an army of workers who go from town to town, under various guises, delivering the "goods" in the various "conspiracy houses."

ONE MAN'S PREDICTION.

The Chicago Fair over two years ago dropped the mention of comparative prices, and others are gradually following suit. I predict that before many years the "worth double," etc., will be dropped from the majority of ads.—*Dry Goods Economist*.

It's easy to sell goods when you have them of the quality and at the price the people want.

SPECIAL ONE DAY SALES.

One form of advertising general stores greatly neglected by the average merchant is that of giving special one day sales. One of the best successes I've known is that of a store that makes special sales a prominent feature of its business. Every season when the buyers of this store go to market, they buy up odds and ends in job lots, regardless of their purchases for regular stock. These job lots are put upstairs out of the way and are not shown to the public until they are seen in the window with a card announcing that on a certain morning these goods will be placed on sale at a certain price. These sales are well advertised in the daily papers, and it's a rare circumstance when a large crowd of women fail to respond. There is a liberal profit in the majority of these job lots although some are sold at actual cost. This firm usually holds two of these special sales each week and the women of that town watch for the announcements as faithfully as they do for any other news. It took several years for this firm to work up this special sale feature to its present success, and it is safe to say that this success is based on the fact that they have worked very hard to hold the confidence of the people. In no case has the quality or the worth of the goods offered been misrepresented, and the firm refunds the money to all dissatisfied customers. In arranging and selecting the goods for these window sales each week this firm does not take into consideration the cost of the goods, but instead "what price will sell them and make a noise?"—*Chicago Dry Goods Reporter*.

CIRCULATION AGAIN.

Circulation is to the newspaper advertiser what weight is to the newspaper proprietor when he is buying his paper stock. Why, the newspaper publisher even objects to the brown paper in which the reams are incased being weighed in with the bale. And yet there are advertisement canvassers who are so far from being content with a mere fractional and infinitesimal appreciation of the circulation for which the advertiser is to pay that they do not hesitate to quadruple, and even quintuple, the real number. This is as though a paper-maker, instead of merely charging in the tare as part of the goods, delivered twenty reams of paper and charged them as eighty or one hundred. The marvel is that advertisers should be so easyful over what is really so urgent and critical a matter.—*Newspaper and Poster Advertising*.

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

TRADE magazine wants adv. representatives in the larger cities. "L. B. 108," 6d Rapids, Mich.

DESIRE the Pacific Coast agency for a class publication. Send propositions to "B," Box 2, Ferry Press, Eureka, California.

YOUNG man, eight years' experience on Philadelphia trade journals, wants position. Address "WALTER," care Printers' Ink.

MORE than 300,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

WANTED—Lists of book salesmen who have successfully canvassed, and of book buyers who have been successfully canvassed. "M. R." 125 E. 23d St., New York.

ORDERS for 5 line advertisements 4 weeks \$10 in 10 Illinois newspapers; 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York.

GENTLEMAN, large and successful experience, thorough acquaintance and knowledge, desires to represent several publications (news, trade or class) in New England field, on salary or commission. "NEW ENGLAND," Printers' Ink.

THE publishers of the CHICAGO ISRAELITE, 324 Dearborn St., Chicago, desire to engage a local advertising solicitor. Salary and commission. Would give a chance to a properly qualified young man who has little or no experience in this line.

WANTED—Western advertising representative for *THE UNIQUE MONTHLY* of New York. Must reside in Chicago and furnish satisfactory references as to experience and fitness for the position. Address

W. L. BEADNELL,
Manager *THE UNIQUE MONTHLY*,
Temple Court, New York.

WANTED—Every advertisement writer to secure a copy of our book of ready-made advertisements. A veritable mine of suggestions and catchy phrases. Contains over five hundred examples of effective ads. Invaluable as a thought stimulator for advertisement writers. Sent postpaid on receipt of price, \$1. Address GEORGE F. ROWELL & CO., 10 Spruce St., New York.

MAILING MACHINES.

GET the best, the Matchless, of REV. A. DICK, 48 Ferguson Ave., Buffalo, N.Y.

ADVERTISING CUTS.

DO you write ads? Send address on your business stationery for invaluable information, free. HARPER SYNDICATE, Columbus, Ohio.

SPECIAL REPRESENTATIVES.

L. A. COSTE and MAXWELL, 38 Park Row, New York, telephone 3293 Cortlandt, special representatives for leading daily newspapers.

ELECTROTYPES AND STEREOTYPES.

ELECTROTYPE or stereotype cuts. When you want good ones, order from Bright's "Old Reliable," St. Louis Electrotype Foundry, No. 211, North Third St., St. Louis, Mo.

LETTER BROKERS.

LETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us? **THE MEN OF LETTERS ASS'N**, 960 Broadway, N.Y.

COIN CARDS.

6 FOR 1c. printed, in quantities. Sample, 2c. C. A. KING, Beverly, Mass.

33 PER 1,000. Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

NEWSPAPER BARGAINS.

PROSPEROUS weekly, New Jersey town, near New York. Half interest, \$2,000. Job office attached. Cause, ill health. C. M. PALMER, Newspaper Broker, 233 Broadway, New York.

PROPERTIES from \$150 cash down and \$450 balance on easy terms, in Ohio—\$200 down in Virginia—\$1,000 down in New England—to \$12,500 poultry monthly in the West; paid \$7,500 last year. Two fine opportunities for practical men with \$1,500 each.

Those who mean business are invited to visit or correspond with
C. F. DAVID, Abington, Mass., Confidential Broker and Expert in Newspaper Properties.

NUMBERING MACHINES.

OUR numbering machine is the best. WETTER NUMBERING MACHINE CO., 515 Kent Ave., Bklyn.

MISCELLANEOUS.

TIRES by mail, puncture proof, \$6 pair. Anti-Cactus, \$7.50. Pleasure to ride. ROADSTER CYCLE WORKS, Camden, N.J.

IMPOSING STONES.

BEST quality Georgia marble imposing stones, two inches thick, 50 cents square foot. Cash with order. **THE GEORGIA MARBLE FINISHING WORKS**, Canton, Ga.

BANKRUPTCY BLANKS.

BANKRUPTCY BLANKS—Wholesale and retail. Uniform U. S. S. C. forms. Voluntary sets, \$1.25. **LAW REPORTER CO.**, Washington, D. C. Discounts to trade only.

LINOTYPE AND STEREOTYPE METAL.

MANUFACTURE the best linotype, stereotype and electrotypes in the world. Get my prices before ordering. Out-of-town orders solicited. **L. SHONBERG**, 174 Hudson St., N. Y.

ADVERTISING DESIGNS.

ORIGINAL IDEAS. The best equipped art department. **GILL ENGRAVING CO.**, 140 Fifth Ave., New York.

ADDRESSES.

400 NAMES and addresses of well-to-do farmers and merchants of Kearney County, Nebraska, printed on labels all ready to paste on wrappers, 50c. **DON H. WIMMER**, Minden, Neb.

PRESSWORK.

HIGH-CLASS presswork is our specialty. We have the reputation of doing the best halftone printing in the business. Consult us before placing order. **FERRIS BROS.**, 45-51 Rose St., N. Y.

ELECTROTYPES.

WE give special attention to making of good electrotypes for newspaper ads. Prompt. Out-of-town work done carefully as city. **RAISBECK ELECTROTYPE CO.**, 34-36 Vandewater St., N. Y.

SUPPLIES.

GAUGE PINS, 3 for 10c. **PRINTERS SUPPLY CO.**, Grand Island, Neb.

THIS paper is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.**, Ltd., 17 Spruce St., New York. Special prices to cash buyers.

PRINTERS' MATERIAL.

MODERN MACHINERY, new and rebuilt. Material, new and second hand. Type, new only, at foundry prices and discounts. Quality above price. From a cylinder to a bodkin furnished. **CONNER, FENDLER & CO.**, N. Y. City.

PAPER.

ALL kinds of paper, all degrees of quality. Every weight, color and finish. No matter what you are going to print, before you select the paper write to us and mention what you want. We can be of great assistance to you. We have everything in the paper line and the price is right. **BASSETT & SUTPHIN**, 46 Beekman St., New York.

DISTRIBUTING.

HOWE ADDRESSING CO., 238 So. 4th St., Philadelphia. Delivery by special messengers of Calendars, Pamphlets, Books, Circulars, Catalogues, etc., with or without receipts.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

HALF-TONES.

PERFECT copper half-tones, 1-col., \$1: larger, 10c per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

PHOTO ENGRAVING.

THE STANDARD ENGRAVING CO., 61 Ann St., New York.

THE finest engraving plant in the world. Our half-tone plates are known everywhere as the best. GILL ENGRAVING CO., 140 Fifth Ave., New York.

MAGAZINE FOR SALE.

MAN with fair publishing experience and \$10,000 to \$20,000 can buy safe, promising magazine business. Not a weak publication, chasing blindly after the big magazines, but a strong proposition having its peculiar advantages. Good thing for ambitious newspaper man wanting to live in New York City. EMERSON P. HARRIS, 253 Broadway, N. Y.

NEWSPAPER BROKER.

SELLERS, buyers are dealing through A. H. SMITH, Karlville, Ill. Original methods. Plants for sale, \$500 to \$35,000, Atlantic to Pacific.

C. M. PALMER, Newspaper Broker, 253 Broadway, New York, negotiates sale of newspaper properties in all parts of the United States. Properties of all classes at all prices. Buyers and sellers should consult. All correspondence confidential.

TO LET.

TO LET: White Mountains—Gentleman's residence to let to an approved tenant for the season of 1901: most attractive situation, within reach of the Waumbek Golf Links; fully furnished; three bath-rooms; copious water supply; six fire-places; three sitting rooms; 11 bedrooms; vine-clad piazzas; st-bling for six horses; excellent garden. For further particulars address owner, GEO. P. ROWELL, Irvington on Hudson, N. Y., or No. 10 Spruce St., N. Y. City.

BOOKS.

PLENTY OF VALUE.—PRINTERS' INK, of New York City, has done the advertising fraternity real service in reprinting in book form the ready-made advertisements which have been running for several years in PRINTERS' INK. Several valuable introductory chapters have been added and the book bound in neat cloth binding. Altogether it makes a volume that ought to be worth several times the price asked for it—\$1.—*Advertising World*, July, 1901.

The book of "Ready-Made Advertisements" will be sent to any address upon receipt of one dollar. GEO. P. ROWELL & Co., 10 Spruce St., New York.

PRINTERS.

WE print an attractive, booklet, 8 pages, 3½x5 inches in size, wire stitched, fine paper, any color of ink, 1,000 booklets for \$10; 5,000 for \$25. For illustrations and writing copy, if so desired, we make a small additional charge. PRINTERS' INK PRESS, 10 Spruce St., N. Y.

FOR a limited time I will print and deliver at your postoffice, charges prepaid, 1,000 type-written linen letter-heads, 5½x8½ inches, for \$1.50; 8½x11 inches, \$1.20; statements, No. 1, billheads or packet noteheads, \$1.75, cash with order. Proofs submitted if desired. High-grade work. WILCOX, The Printer, Milford, N. Y.

WE fill orders for printing for any part of the U. S. Booklets, folders, circulars, letter-heads, noteheads, envelopes, statements, bill-heads, pamphlets, cards; best work at lowest prices. Fine catalogue work a specialty. Send us samples or description of what you want and we will quote you prices that will save you money. All orders have our prompt attention. ROWAND PUB. CO., Bellefontaine, Ohio.

BILLPOSTING AND DISTRIBUTING.

BILLPOSTING and distributing. FRANK BENHAM, Homer, Mich.

CARBON PAPER.

WHEN you can buy good carbon paper at the same price, why continue buying that "dirty, sticky, smutty kind"?

To know what really high-grade carbon paper is like send stamp for sample book to WHITE FIELD CARBON PAPER WORKS, Red Bank, N. J.

PREMIUMS.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost manufacturing and wholesale dealers in jewelry and kindred lines. 500-page list price catalogue free. S. F. MYERS CO., 45-50-52 Maiden Lane, N. Y.

ADDRESSING MACHINES.

THERE are many so-called addressing machines on the market, but remember that Wallace & Co.'s is the only one now in successful use among the large publishers throughout the country, such as *Printers' Ink*, *Cosmopolitan Magazine Co.*, *Butterick Pub. Co.*, *Comfort*, of Augusta, Me., and many others. Send for circulars. WALLACE & CO., 10 Warren St., N. Y.

SYSTEMS.

ARE YOU A PUBLISHER?

If you are, you want more advertising.

Within the past few years I have secured some of the best advertisers in the country for an original advertising medium. I did this by means of a clever and persistent system of personal letter writing direct to the advertiser and to his advertising agent.

I have collected and card indexed an immense amount of information about a great number of advertisers, their methods and times of placing business. I know enough about their plans to enable me to make my system result in securing good advertising contracts. I know which agency places the business and the particular man in each firm or agency who has the business in charge.

I can adapt my plan to your paper and conduct a service for you which will bring big results and secure contracts.

I am a publisher myself and have used this scheme with great success.

If you want more advertising and are interested in the question of how to get it, write me and I will tell you more about it.

JAMES ROACH,

P. O. Box 923, Philadelphia.

EXCHANGE.

WANTED—To exchange, a small amount of advertising space with high-class magazines and monthly periodicals on pro rata arrangement. THE ROSTRUM, Lancaster, Pa.

EXCHANGE what you don't want for something you do. If you have mail order names, stock cuts or something similar, and want to exchange them for others, put an advertisement in PRINTERS' INK. There are probably many persons among the readers of this paper with whom you can effect a speedy and advantageous exchange. The price for such advertisements is 25 cents per line each insertion. Send along your advertisement.

NEWSPAPER POSITIONS.

A PENNSYLVANIA publisher writes to Fernald's Newspaper Men's Exchange: "Should we need help at any time we shall gladly call you to our aid, as we recognize the utility of a central agency where talent that makes a newspaper may find a market, and those reading it be saved much time and risk. You evidently try hard to recommend only what you believe deserves recommendation." 15 Cedar St., Springfield, Mass.

BUSINESS OPPORTUNITIES.

A DVERTISE your business by publishing a newspaper of your own on an economical plan. Send for full particulars. J. HAITLEY, 15 Vandewater St., New York.

WANTED—An able, hustling advertising man, capable of securing and executing write-ups of every description. Fine salary to right man. "SOUTHERN CITIES," Printers' Ink.

MONTHLY trade Journal earning \$2,000 a year profit, growing and capable of enormous development. \$5,000 cash required. Address with reference, J. K. JANNES, 3622 York St., Phila.

TEXAS oil stocks of the right kind will make you more money quicker than any other investment nowadays. The Texas gushers are now flowing more oil than all the rest of the world combined. For a short time you can buy development stock at 35c. per share in a company right in the midst of the oil fields. Write to us at once. BELGIAN OIL CO., 150 La Salle St., Chicago.

FOR SALE.

OINTMENT, sure cure for eczema. Will sell formula. MRS. JOHN F. CROUNSE, Princeton, New York.

PRACTICE of medicine through the mail. Well established and growing. Large cash profits. Good reason for selling. Address "SECRETARY," P. O. Box 636, Cincinnati, Ohio.

FOR SALE—Monthly family paper in large Western city. In its 43d volume. Fine circulation and splendid territory. Owners have other large business interests, and have not time to give it necessary attention, hence will sell cheap. Address "J.," care Printers' Ink.

FOR SALE—An old established Republican daily, best equipped plant in Penna., doing a business of \$27,000 per year. Will stand investigation. Also in connection with same a complete job printing and book binding dept. within 30 miles of Phila. "BARGAIN," Printers' Ink.

FOR SALE—A fine lot of juvenile plates (about 600), with copyright, size 5x7 1/4 inches; short stories and jingles by best writers, finely illustrated in wood and pen and ink. Many natural history articles. Suitable for children's books or school readers. L. ELKUS, 150 Nassau St., N. Y.

COUNTY seat newspaper for sale. Established 1838. Annual business \$5,000 to \$7,000 per year for 20 years. Expenses \$2,500. No competition worth mentioning. Modern plant. Owner has other imperative business. This is a "snap" in one of the most beautiful and thriving villages in New England. Price \$6,000, at least \$2,000 cash. Address "X," care Printers' Ink.

A GENUINE BARGAIN.

PRICE NO CONSIDERATION.

12 Rogers Typographs.

2 Lead Machines.

2 Line Casters.

Will put in perfect condition.

Address THE DETROIT JOURNAL.

Detroit, Mich.

EVERY issue of PRINTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address PRINTERS' INK, 10 Spruce St., New York.

ADVERTISING NOVELTIES.

SAFETY Bill Books. Samples, etc., 10c. SAFETY B. B. CO., 221 Equitable Bldg., Balto., Md.

ADVERTISING novelties of wood. AMERICAN MFG. CONCERN, Jamestown, N. Y.

\$500 IN genuine Confederate money for only 25c. CHAS. D. BARKER, Atlanta, Ga.

THE warmest of all PRINTERS' INK babies is THE AD-WRITER, St. Louis. Ten cents brings sample copy. World's Fair City, 1903.

FOR the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

NEWSPAPERS FOR SALE.

\$6,000 BUYS New York State weekly making \$3,000.

\$2,000 buys New York State weekly in city 20,000.

\$2,000 buys New York State weekly making \$1,200.

\$8,000 very easy terms to right man, buys New Jersey weekly, booming county seat near New York.

\$1,000 buys old and profitable weekly, New Jersey city of 30,000.

\$2,500, half cash, buys weekly making \$1,500, thriving West Virginia town.

\$1,700 buys third interest in prosperous weekly, Texas city.

\$3,500 cash, balance easy terms, buys evening and semi-weekly paper in Ohio city.

\$6,000 cash buys Ohio weekly making \$2,000.

\$3,000 cash buys Ohio weekly making \$1,500.

I have daily and weekly properties in all parts of United States, at all prices. Whatever you want, let me know. I have it.

C. M. PALMER, Newspaper Broker, 23 Broadway, New York.

ADVERTISING MEDIA.

THE CHRONICLE, Princeton, Ky.

THE GOLFER, Boston. Oldest golf publication in America.

THE GOLFER, Boston. Oldest golf publication in America.

THE GOLFER, Boston. Oldest golf publication in America.

THE GOLFER, Boston. Oldest golf publication in America.

THE GOLFER, Boston. Oldest golf publication in America.

THE CHRONICLE, Princeton, Ky., is rated 1,500 weekly in plain figures.

HARDWARE DEALERS' MAGAZINE, sample copy 10 cents, New York City.

TO reach mail-order buyers at 10c. line, use AGENTS' GUIDE, Wilmington, Del.

POST, Middleburgh, Pa., 2,000 circ'n weekly, 10c. per inch, brings satisfactory results.

ADVERTISING agents serving their clients honestly, call up TOILETTE; estab. 1881.

REACH the best Southern farmers by planting your ads in FARM AND TRADE, Nashville, Tenn. Only 10c. a line.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

SHOE TRADE JOURNAL, Chicago, eight years old, is the greatest advertising medium in the shoe trade. Rates 20 cents a line.

ADVERTISERS' GUIDE, New Market, N. J. Circulation 5,000. Sample free. Mailed postpaid 1 year, 25c. Ad rate, 10c. line. Close 34th.

WICHITA (Kan.) THE STAR has the largest local rural circulation. The largest corps of rural correspondents in Kansas. Rate only 9c. per inch.

VIAN SUN, one of the leading weeklies of the Cherokee Nation. Ads in its columns attract attention. WEEKS & CHAPMAN, publishers, Vian, I. T.

THERE are others, but none so practical and helpful as THE AD-WRITER, St. Louis.

World's Fair City, 1903. 10 cents brings sample copy; \$1 a year.

40 WORDS, 5 times, 25 cents. DAILY ENTERPRISE, Brockton, Mass. Circulation 6,800.

IF you wish to reach the bottling trade of this country, advertise in the AMERICAN CARBONATOR and BOTTLER, 67 Liberty St., New York. Established in 1881.

ONLY 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. UNION PRINTING CO., 15 Vandewater St., N. Y.

THE FLORIDA FREE PRESS, published at Bristol, Liberty County, Florida, every Friday. The official and only paper published in the county. In the center of a very fertile agricultural and turpentine district.

KEY WEST, Florida. Read and advertise in the Key West ADVERTISER, the only newspaper ever published in the most southern point in the U. S. Established 11 years; 8 col. pages. Only 90 miles from Havana, Cuba. J. T. Ball, Mgr.

PASSAIC CO. PRESS.

Nine 8-page weekly suburban papers, 12 to 15 miles from New York City. Total circulation, 2,500. Classified ads, 5 lines, 50c. per month. Display advertising, \$1.50 per inch per month. Main office, 356 Main Street, Paterson, New Jersey.

THE ANNALS OF GYNECOLOGY AND PEDIATRY—the only journal in New England devoted to gynecology, obstetrics, abdominal surgery and the diseases of children. Fourteenth year, strongly established. \$4.50 a year. Advertising rates upon application. THE ANNALS PUBLISHING CO., 148 Pearl St., Boston, Mass.

THE Wrightsville TELEGRAPH is the only all-home print newspaper published in the eastern section of York Co. It covers the richest section of Pennsylvania and goes into the homes of well-to-do farmers every week. It carries eighteen to twenty columns of advertising. For rates address THE TELEGRAPH PUB. CO., Wrightsville, Pa.

AFFIDAVIT—I, E. P. Boyle, publisher of the HOUSTON WEEKLY TIMES, being duly sworn, say that the average number of copies each issue printed and circulated since January 1, 1900, of the paper, has been 1,408. E. P. BOYLE, Publisher. Subscribed and sworn to before me, this 11th day of January, 1901. S. E. TRACY, Notary Public in and for Harris County, Tex.

THE FREIE PRESSE, Wilmington, Del. The only German newspaper—a daily 21 years in existence—published in Delaware, and the only one between Philadelphia, Reading and Baltimore.

If you want to reach a good German trade, place your advertisement in the columns of this paper. Results prove the value of the medium. Write for sample copies and advertising rates.

THE best ad'g medium in Dodge County, Minn.—the greatest agricultural and dairy region in the State—is the DODGE COUNTY REPUBLICAN. Est. 1867. Through no other source can the well-to-do constituency of this paper be reached so economically as through the REPUBLICAN. All home print. The best equipped country printing establishment in the State. The REPUBLICAN carries more ads. at a higher rate, than any paper in Dodge County—it reaches the people. For rates and samples address B. A. SHAVER, publisher, Kasson, Minn.

ADVERTISEMENT CONSTRUCTORS.

LOUIS O. EDDY, Chicago. Marshall Field Bldg. Four retail ads, \$1.

ARTHUR F. SWETT, Omaha Building, Chicago. Mail order business only.

WRITE me about my business-bringing ads. H. L. GOODWIN, Malden, Mass.

WM. WOODHOUSE, JR., Trenton, N. J. writes advertising that inspires confidence.

LITTLE talks that hit the heart of your business. JED CARBORO, Brooklyn, N. Y.

TRY a dollar's worth of Peterson's Pertinent Paragraphs. F. O. BOX 77, Buffalo, N. Y.

RETAILERS, add a mail order department. GEO. R. CRAW, 115 Dearborn St., Chicago, Ill.

DURING July I will write 8-page booklet for \$2. LOUIS O. EDDY, Marshall Field Bldg., Chicago.

INGRAM'S Household Remedies advertising is our work. Samples free. M. P. GOULD CO., Bennett Bldg., New York.

FOUR to eight original common sense ads written to sell goods at \$5 to \$8 per month. EDWIN S. KARNs, 3347 E. 42d St., Chicago.

MONEY earning ads—6 on trial, \$1. A. OWEN PENNEY, 919 E. Capitol St., Washington, D. C.

GIVE a mid-summer sale. Let me write the ads. LOUIS O. EDDY, Marshall Field Bldg., Chicago.

IF you sell a medicine let me write your ads—that is my specialty. Three ads for \$2 4-page circular, \$5. C. B. PERKINS, 33 Globe Bldg., Boston.

"JACK THE JINGLER'S" best of fads is writing rhyming business ads, Of path and point, for every use. His New York address is 15 Spruce.

COPY for 8-page booklet, \$3.75; four trial ads, \$2; advice on any business subject, \$35; yearly service \$6 per month up, owing to amount of work. FRANK B. WILSON, Kenton, Ohio.

ADVERTISING designs for street car, magazine, newspaper, booklet or mailing card. Jingle or prose. THE MISSES HOFFMAN, Writers and illustrators, 213 Warren Ave., Chicago.

ABARGAIN for storekeepers. Ten original, business-bringing advertisements, to fit 4-inch space, for 45 cash. Satisfaction guaranteed. STAR ADWRITERS, Star Bldg., Washington, D.C.

LAUNCHING a new business! Whether it will be an ocean liner or a catboat may depend on the advertising. Let us start you right. SNYDER & JOHNSON, Advertising Writers and Agents, Woman's Temple, Chicago.

DO you want a good ad of your business, without any frills, a business bringer, either rhyme or the plain kind? Then send us 50c. and data for one, or \$1 for three business boosters. Money back if we don't fill the bill. MORRISON, AD, Mankato, Minn.

I SEEK opportunities to mail samples of my work (prepaid, of course) to such as believe the very best obtainable advertising matter none too good for them. Are you such an one? FRANK J. MAULE, Commercial Literature, 402 Sanson St., Philadelphia.

HENRY FEHRIS, his  mark, 1049 Drexel Building, Philadelphia. Advertiser and designer. Illustrated magazine and trade journal ads chiefly—the kind you see first on a page, and remember. Write for samples, inclosing some of your present ads.

WE offer intelligent service in writing and illustrating advertisements effective, well written, nicely displayed ads. Advertisements put in type and electrotypes furnished. We do all or any desired part of this work. Price reasonable. GEORGE P. ROWELL & CO., 10 Spruce St., New York.

AD CONSTRUCTORS will find our book of ready-made advertisements of great assistance in the preparation of advertisements. The book contains over five hundred specimens of good advertising, any one of which may suggest an idea for your ad when you get stalled. Sent prepaid on receipt of price, \$1. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

"THE world gives its admiration, not to the man who does what nobody else attempts to do, but to the man who does best what multitudes do well." We write convincing advertising and illustrate it too if you like.

THE HEBER MACDONALD CO., St. James Bldg., New York. B'way & 56th St.

ADWRITERS and designers should use this column to increase their business. The price is only 25 cents a line, being the cheapest of any medium published, considering circulation and influence. PRINTERS' INK has over one hundred imitators, yet PRINTERS' INK covers all their territory besides its own chosen field. A number of the most successful advertisers have won fame and fortune through persistent use of this column. They began small and kept at it. You may do likewise. Address orders, PRINTERS' INK, 10 Spruce St., New York.

MAILING CARDS



SERIES of attractive mailing cards, each one illustrating some point about your business and clinching the points with some strong, convincing argument, is a very effective way of cultivating the ground for the business of jobbers, manufacturers and wholesale merchants. We will write, print and illustrate such a series for any business and warrant striking and original effects. Prices and estimates on application. ✂ ✂ ✂

Printers' Ink Press, 10 Spruce Street,
New York City.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$50, or a larger number at the same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line; six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OFFICES: No. 10 SPRUCE ST.
London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, JULY 24, 1901.

"EXAGGERATION is like a rope—the further it is stretched the weaker it becomes," saith the proverb. The rope of advertising exaggeration is frequently stretched to a point where it snaps.

AN ad that draws people into a store to "look around" is a good ad, but a better one is that which brings them in search of a specific article. Women do an immense amount of shopping right at home these days, and the ad that sells the goods before they put on their bonnets is likely to bring the biggest returns.

ONE of the most persistent substitutes in New York is the proprietor of a drug store on Sixth avenue, near Sixteenth street. His latest is a window full of olive green soap bearing the sign: "Cuticura Soap, 18 cents; this kind, equally good, 12 cents." Previous to this effort the same window was filled with one of the pretenders of the Bromo-Seltzer family.

THE Cleveland (O.) Plaindealer predicts that the time will come when municipalities will buy their advertising space as they buy other commodities and pay a fair price for it. This will come when the law governing city printing is amended so that newspapers tendering bills will be obliged to furnish undisputable proofs of circulation, and the contracts will be awarded accordingly.

THE ideal ad has a scope so wide that it takes in practically all readers, while, at the same time, no single reader has cause to even suspect that he will be "taken in."

THE Electric City Engraving Co., of 507-509 Washington street, Buffalo, N. Y., has an exhibit of a photo-engraving plant in full operation in the workshop of the Graphic Arts at the Pan-American Exposition. This is said to be the first time such an exhibit has ever been shown to the public, which consequently regards it as a curiosity worth looking and speculating upon.

Blue Blazes is a little monthly coming from the Meals Printing Company, of Gardiner, Mass., "devoted to cooking and heating with magazine fluid, and relative domestic science." It is about the size of the Little Schoolmaster, and is filled with departments called "The Kitchen," "Oil-stove Menus," "Tested Recipes" and others equally entertaining. The one in hand is the initial issue.

Publicity, of London, tells how Mr. George Waddell, the founder of the widely advertised "Cerebos," made his discovery. Cerebos contains the concentrated essence of the foods that the human race wrongfully neglects. The discovery of Cerebos came about in a peculiar way, namely, through the faulty teeth of Mr. Waddell's young daughter. Her teeth were termed chalky. As a chemical expert Mr. Waddell was wont to go deeply into problems of health, and his first instinct was to seek a remedy for his daughter. The thought occurred to him that perhaps his daughter's defective teeth arose from the absence of the essential phosphates in her food. He incorporated phosphates with table salt and used it at his house. Six months afterwards the daughter's new teeth which were then coming up were found to be far superior to those she had at first. The change was due to the household salt made by Mr. Waddell, the result of which was "Cerebos."

ADVERTISING is not a cure-all for business ills, but a pharmacopia of business tonics. All depends upon the prescribing. Magazine space is good for certain business diseases that will never yield to billboards, while the newspaper is the quinine for business chills that are beyond the power of dodgers. Every remedy in the list has its uses and the whole result of treatment depends upon the doctor.

THERE was recently in Denver, Colorado, an unprecedented occurrence. One daily paper challenged another to submit to an examination and comparison of circulations and suggested a plan of operations. The other paper accepted the plan without modification. The examination was made, a report was prepared and each of the two papers published the report conspicuously for a week, refraining for the week from any comment thereon. No similar instance of good faith in a circulation war has ever been known.

THE Washington (D. C.) correspondent of the *Chicago Dry Goods Reporter* sends that paper the interesting communication printed below:

The postoffice department is in receipt of a number of complaints to the effect that large department stores and manufacturers in several lines of trade have employed the carriers of the rural free delivery service as drummers, agents, etc., to push their goods among families and individuals receiving mail on their several routes. The subject is one upon which the department has not formally ruled, and it has been laid before the postmaster-general for consideration and action. According to the complaints received the department stores that have employed carriers have supplied them with large quantities of illustrated catalogues and other advertising literature and have paid them a commission on the business they have secured. One of the first complaints that reached the department was a protest against the employment of carriers in a certain section who were said to be acting as agents for a popular brand of whisky, and in this case the department instructed the carriers that they would not be permitted to do this work in connection with the government mail service. This was an informal ruling, however, and has not been made to apply to all classes of outside employment. In view, however, of the large number of complaints, the majority of which relate to the operations of department stores, the matter has been taken up for a comprehensive investigation and decision.

A NEW YORK pawnbroker named Simpson has a unique bulletin board near the trolley line leading from Coney Island race track. It is in the form of three great yellow balls, bearing simply his name and address, and situated so as to be conspicuous only to people riding home.

THE name of the Guenther-Bradford Advertising Agency, of Chicago, has been stricken from the list of agents who receive commission from *The Delineator* and *The Designer*. They made a cut in the advertising rates, in violation of their agreement with the advertising manager of those magazines, and were found out.

Gosh!

THE *Latin Herald*, known to readers and teachers as *Praeco-Latinus*, and published in Philadelphia, is one of the most unique publications in this country. It is the only magazine published which is printed, advertisements and all, exclusively in Latin, and some of its advertising appears very amusing. This magazine has been running for eight years, and is the result of a movement on the part of certain American and European classicists to make Latin the universal language of learning and society. In order to demonstrate that modern affairs could be discussed in that reputedly dead tongue, the editor, Arcadius Avelanus, began to print a regular monthly magazine, much on the style of any other magazine, and filled with editorial comments upon the current topics of the day, but all expressed in the Latin language. The magazine has readers among the clergy, teachers and general public, and is sent as far East as Shanghai, China. It recently started to reproduce the classics with easy Latin notes and translations also in Latin on the margin of the magazine, which seems destined to make the magazine popular among the high school and college world. The American Newspaper Directory accords it a guess of a circulation exceeding one thousand copies per issue.

THE TOBACCO PAPERS.

In the latest edition of the American Newspaper Directory there appear eighteen periodicals devoted to the tobacco trade. Only one out of these eighteen papers states its circulation in a definite form. It is the *Pacific Cigar and Tobacco Journal*, of San Francisco, Cal., whose publisher positively asserts no issue of that paper, during a year preceding July, 1900, was less than 1,500 copies. Of the remaining seventeen, ten are accorded, by the Directory, a circulation of JKL, meaning less than one thousand copies per issue. These are:

San Francisco (Cal.) *Grocer and Country Merchant*.
 Louisville (Ky.) *Tobacco Worker*.
 Boston (Mass.) *Tobacco Trades*.
 New York (N. Y.) *Tobacco*.
 New York (N. Y.) *Tobacco Leaf*.
 Winston-Salem (N. C.) *Southern Tobacco Journal*.
 Cincinnati (O.) *Tobacco Plant*.
 Danville (Va.) *Tobacco Journal*.
 Richmond (Va.) *Southern Tobacco-
 nist*.
 Toronto (Ont.) *Canadian Cigar and Tobacco Journal*.

Of the remaining seven periodicals three get credit for having a circulation of over 1,000 copies per issue. These are:

New York (N. Y.) *U. S. Tobacco Journal*.
 Philadelphia (Pa.) *Tobacco World*.
 Edgerton (Wis.) *Wisconsin Tobacco Reporter*.

Of the remaining four publications two are credited with printing a regular edition of exceeding 2,250. They are:

Minneapolis (Minn.) *Cigar and Tobacco Journal*.
 Cincinnati (O.) *Western Tobacco Journal*.

The two other papers have a rating of exceeding 4,000 copies per issue, and they are:

Indianapolis (Ind.) *Our Standard*.
 Louisville (Ky.) *Weed*.

In a recent letter addressed to the editor of the American Newspaper Directory, Mr. J. G. Krout, business manager of the *Tobacco World*, of Philadelphia, tersely comments upon the tobacco journal circulation ratings in the American Newspaper Directory, as follows:

I have been somewhat amused in looking over your list of tobacco publications and note the accredited circulations. This is indeed very amus-

ing, since a paper which I know has the largest circulation is credited JKL, and another one which from my own personal knowledge I believe has the most meagre circulation is given among the highest ratings. The writer has traveled from Boston to Milwaukee, has made it his business to watch as closely as any one can, and is therefore in a position to express his opinion from personal knowledge. If we were hard up we could perhaps make a hundred or two under your hundred dollars offer to any one who can disprove your special rating given by you. However, the time we would lose in our business would be worth more; so you see we are not anxious to make the dollars in that way. It is sufficient to thoroughly disgust us with your ratings of tobacco paper circulation.

The editor of the Directory fully admits that he does not know very much about the actual circulation of the papers printed in the interest of the tobacco trade, and that any effort he may have made to increase his information has always proved rather barren of results. He is of the opinion, however, that not one of the lot can show a subscription list containing so many as a thousand names of subscribers who have ordered the paper and paid their own money for it. If there is such a subscription list he would like very much to have a look at it.

THE better the article is, the more enthusiasm the advertiser can put into his announcement.

THE *Detroit Book-Keeper* informs advertisers, by medium of a postal card, that PRINTERS' INK has been telling some "funny stories" about the *Book-Keeper* in each week's issue of late, and recommends advertisers to read them because they are excellent advertising for the *Book-Keeper* and don't cost anything.

A READER who keeps PRINTERS' INK in his office library suggests that an index be compiled for each volume of the Little Schoolmaster, to be sold at a dollar extra. For his part, he says, he would pay an equal weight of silver dollars for a volume that catalogued the Little Schoolmaster's treasures for the past five years as thoroughly as does Poole's index to magazine articles.

SIXTH SUGAR BOWL.

The following paragraphs are submitted by the *American Machinist*, New York, as an argument for presenting the Sixth Sugar Bowl to that paper. They are worth reading as a specimen of how entertainingly the merits of a trade paper may be set forth without using anything save strict facts:

NEW YORK, July 2, 1901.

Editor of PRINTERS' INK:

According to the conditions under which PRINTERS' INK's Sixth Sugar Bowl is to be awarded, I believe that the *American Machinist* has the first claim, this belief being based on the following facts, every one of which may be easily substantiated:

The *American Machinist* covers the machinery field, goes to every machine shop of any size or importance, and, wherever it goes, is generally regarded as the authority. It not only reaches shop owners, superintendents, draughtsmen, and those who have the money and the authority to buy the machines advertised in its columns, but also the men at the bench, who often have a considerable influence in the making of such purchases, and who buy for personal use many small tools and appliances. In addition to its regular issue the reading matter in each first issue of the month is nearly, if not quite, double in volume, giving a larger proportion of space to the consideration and the solution of shop problems of special interest to the ambitious man at the bench. The first issue of each month is in a sense a monthly issue, and is sold at \$1.00 per year, whereas the price of the weekly is \$4.00. The fact that the *American Machinist* has been noticed in the shops of Europe, which, strange to say, has no paper devoted exclusively to the development of machine tools, led the proprietors of one of the largest daily papers in England, outside of London, the *Manchester Guardian*, to open negotiations with the *American Machinist* for the weekly publication of an European edition. This edition consists of all the reading matter and advertising printed on this side of the water in our regular weekly issue with the addition of a section, which is edited in London and printed in Manchester. It has a large circulation in England and on the Continent, and is steadily gaining in number of subscribers and volume of advertising. Between these three editions we believe that it is well within the truth to state that the *American Machinist* covers its field more thoroughly than any other publication of its kind. We know that in many representative shops it is practically the only technical paper of its class that is subscribed to.

The following extract from an article entitled "The Consular Service of the United States" by G. F. Parker, published in the *Atlantic Monthly* for April, 1901, will indicate in part the thoroughness with which the *American*

Machinist covers every subject of interest to its readers, and why it has come to be an authority, the authority, in machine tool matters by these best able to judge:

"For the past ten years many consuls, in every part of the world, have been writing about American machinery and tools. In spite of this, not even one report furnished real and new information on the outlook—a result due less to lack of knowledge than to the narrowness and shortness of view incident to the man who writes from the observation and experience of a district with perhaps a single industry. On the other hand, the editor of the *American Machinist* made a business tour of Europe, and wrote for his paper a series of articles on the use and prospects of American machinery abroad. They were written with a perfect knowledge of the business itself as well as what needed to be told. As he went from one manufacturing center to another, he was able to contrast and compare; to show why one place was strong in mechanical development or demand, and why another was weak. He could see how effective the workmen were in one place, and how inefficient in another. When his tour was finished he had told the best that was known, said the last word, so far as he had gone, and given more real information within a few weeks than all the consular corps of the United States could possibly have gathered together in years."

This paper's prestige is not so much because of its age, though it is now in its twenty-fourth year, as from the fact that it has among its editors not only practical mechanics, but college bred men as well, who have added to the theoretical knowledge gained at the universities the practical experience which can be acquired only in the shop.

Probably no paper of any class renders a better service to the advertiser than does the *American Machinist*, and there are comparatively few that equal it in this particular. In addition to furnishing the extra circulation of our European and monthly editions without any increase in rates, this paper employs two advertising specialists, whose time is devoted to the preparation of advertising copy and to the conception of special designs for the use of its advertisers. This service is also absolutely free, there having been no increase in rates since its establishment some four or five years ago. The single purpose of placing at the command of its advertisers the services of these skilled specialists is to gain greater prestige by assisting advertisers to get the greatest possible returns for each dollar invested, and the appreciation with which this service has been accepted year after year seems to indicate that it is more than ordinarily successful in accomplishing this result. The advertising problems of each advertiser, who places his work in the charge of this department, are given careful consideration, and he is then supplied with a series of advertisements covering every important feature of his business completely, yet concisely.

No editorial mention is given to any machine or appliance in consideration

of advertising contracts nor does the paper use the manufacturer's own cuts to illustrate its reading pages. Anything that is considered of sufficient general interest to warrant its publication is written up and illustrated at the expense of the publishers. All half-tone illustrations are made by the paper's own plant especially for its columns.

The paper is printed in its own plant and published from its own office, occupying altogether the entire 14th floor of the Metropolitan Realty Building at 218 William Street, New York City. Its press room is a model of order and cleanliness. The *Inland Printer* had this to say of it:

"The office of the *American Machinist*, New York City, is one of the handsomest printing establishments in America. The composing room contains two linotype machines and a large quantity of hand type. The linotypes are painted white and striped with gold, and the hand type is all copper faced. The presses are all enameled in white, and the whole place has an air of cleanliness that is not to be found in every printing office. The *American Machinist* plant is worth going out of your way to see."

The advertising rates are based on the amount of space that is used during a year. It is probably the only paper in its field that sells advertising as a grocer sells butter. The rate for transient advertising, or for less than 250 inches, single column measurement, of space per year, is \$2.50 per inch per issue; for 250 inches the rate is \$2.25 per inch; for 500 inches \$2.00 per inch; for 750 inches \$1.90 per inch; for 1,000 inches \$1.80 per inch. The paper's advertising contracts are not contracts at all in the ordinary sense, but simply agreements to use a certain amount of space during a year, or to pay the next higher rate. This liberal form of contract is probably not imitated either in letter or spirit by any other publication in the machine tool field, and is believed to have originated with this paper.

With one exception any advertiser in the paper is at liberty to withdraw at any time under the terms stated, and this exception is a five-year contract for 15,620 inches at \$1.50 per inch. The front cover spaces are in such demand that no advertiser is allowed to use such a space twice in succession if any other advertiser wants it. The *American Machinist* claims to have originated this method of placing old and new advertisers on the same footing in the allotment of cover spaces. These spaces have already been allotted for the entire year of 1902, and a number of requests are now on file for the front covers of 1901. There is also a waiting list of advertisers, who are ready to take this page at any time, if for any reason the advertiser to whom it is assigned cannot use it. The fact that the *American Machinist* carries the same advertisers year in and year out, when none are obliged to remain in the paper, a number of them having used space in every issue for more than twenty years, would seem to indicate that its space is exceedingly profitable.

Two years ago the normal size of

the paper was forty-eight pages, and it ranged from that up to fifty-six pages. There has been no issue of less than sixty-eight pages within a year, and the first issue of each month has so far contained one hundred and sixteen pages. From July, 1900, to and including June, 1901, the average issue per week has been 16,394 copies. With rare exceptions, when there has been a few sample copies printed, this average represents the *American Machinist's* bona fide circulation, as there is no free circulation beyond exchanges and advertisers' copies, and no returns are allowed from the news companies.

I have covered only those points regarding the *American Machinist* which are most important in making clear its claim of being "that trade or class paper, which, all things considered, best represents its constituency, thus making it the best of all the trade or class papers."

All of which is most respectfully submitted,
JOHN A. KERSHAW.

Office of

CHARLES AUSTIN BATES,
Vanderbilt Building,
NEW YORK, July 11, 1901.

Editor of PRINTERS' INK:

Referring to your Sixth Sugar Bowl contest, open to the trade papers of the country, we would call your attention to the claims of *Current Advertising*, published by Charles Austin Bates, New York City.

Current Advertising aims and claims to be the trade journal of the advertising business.

In its particular field it is without successful competition.

It is a hundred page, magazine size paper, neatly and artistically printed, and with rich and striking colored covers, changed with each issue.

It has a guaranteed average circulation of ten thousand copies. Its circulation is of the choicest and most valuable character and reaches practically every general advertiser or possible general advertiser of any account whatever. Its subscription list would make the best possible general advertisers' directory of the United States and Canada. It is read regularly and thoroughly by the largest and most successful advertisers of the world. The fact that it is so read is shown by the many letters from prominent manufacturers which we have on file. We not only have a very large number of letters stating the fact that *Current Advertising* is read, but we have far more convincing testimony. We have literally thousands of letters from general advertisers, commenting upon the contents of *Current Advertising*, thus showing conclusively that they read it with care and interest.

There is no deadwood on *Current Advertising's* list. There are very few retailers on it. There are very few subscribers of the nondescript character, such as the ordinary advertising paper is more than likely to have.

As a medium for reaching the general advertisers of America in a direct and forcible manner *Current Advertising* has no serious competition.

The fact that it is a profitable advertising medium is shown by the fact

that we constantly carry advertisements of a large number of leading American publishers—a larger number than is carried by any other advertising paper.

Among our regular advertisers are such papers and periodicals as the *Review of Reviews*, *The Delinicator*, *Ladies' Home Journal*, *Saturday Evening Post*, the *New York Journal*, the *New York Tribune*, the *Chicago Record-Herald*, the *Chicago Chronicle*, *Pearson's Magazine*, *Modes and Fabrics*, *Sporting Life*, *National Magazine*, *American Queen*, the *Ledger Monthly*, and many others.

Advertisers find that through *Current Advertising* the general advertising field is most thoroughly and efficiently covered.

As to the literary character of this periodical, it should be said that the editorial department is written by Mr. Bates himself. Other departments review the *Magazine Field*, *Printed Things*, *Trade Papers*, *Follow-up Systems* and so on.

In the *Trade Papers* department there has been carried on a systematic, continuous and vigorous exploitation of trade paper advertising—its value and how space may best be used. *Current Advertising* has done more to popularize trade paper advertising and to present it in its true light to the American manufacturer than any other advertising or other journal has ever done.

A special department deals with *Commercial Expansion* and foreign topics generally, pointing out the magnitude and importance of the foreign field to the American manufacturer and suggesting ways by which it can be reached and covered.

Another department, bearing the suggestive name of the Griddle, is absolutely unique in its scope and manner of treatment, and has been the subject of more comment in advertising and business circles than any and all of the contents of any other advertising trade paper in the country.

The literary quality of *Current Advertising* is unique and superior, for the reason that it is produced entirely upon the premises by the staff of the Bates Agency. It is not the product of unskilled hands. It is not contributed to by theorists or young men who only think they know. It is the result of years of wide experience on the part of advertising and newspaper men who have been through the mill and know what they are talking about.

Advertising is not only a business, but it is the greatest in America.

Last year there was expended something like six hundred millions of dollars in the advertising business in the United States alone. This is more money by far than was expended by the American people for any other one thing. It necessarily follows that advertising being the greatest American business the representative advertising trade paper must be the leader of all trade papers.

We believe that *Current Advertising* is the representative American advertising trade paper.

We believe that the wide range and high quality of its contents, its large subscription list and the results we are giving the greatest and shrewdest

American advertisers, all go to prove the correctness of our claims.

Very respectfully,
BATES PUBLISHING CO.,
Charles Austin Bates, Pres.,
By J. D. Hampton, M'g'r.

ADVERTISING FOR PRAYER.

Not many years ago the readers of a great London newspaper were surprised to see, upon the front page, in large type, these lines:

GORDON ASKS
FOR THE PRAYERS OF THE PEOPLE
OF ENGLAND.

A great Christian soldier was advertising for prayer. Charles George Gordon—"Chinese Gordon," as everybody called him—was then speeding on camelback across the sands of Upper Egypt. He was going, by direction of Mr. Gladstone, to rescue the people of the Soudan from the False Prophet.

Gordon had done great things for the world. He had delivered China from a rebellion that had threatened to ruin the empire. He had started scores of street gamins in the naval service of England. When his life was in danger at Khartoum in 1884, a wonderful thing happened. Prayer was offered for him, not only in the churches of England and America, but in the Roman Church, and even in the temples of China, and—"what had never before been done for a Christian official—prayers were presented for him at the shrine of Mecca by the whole Mohammedan world."—*United Presbyterian*.

MAIL ORDER ADVICE.

One of the best-informed men in the mail order field, and who has had experience from standard mediums down the lines to fakedom, gives the following advice to a friend who has recently been placing business:

Did you ever stop to figure that there is a material difference between floods of inquiries and real orders? Many cheap mail order monthlies will give you floods of inquiries and cost you as much again trying to land a lonesome order from the mass. Why not use space in a publication handsome enough, attractive enough, and reliable enough to win, hold and justify the confidence of its readers, securing thereby a possibly less number of inquiries, but a hundredfold more real orders?—*Profitable Advertising*.

ILLUSTRATED ADVERTISING PHRASE.



"MORE THAN ONE THOUSAND CASES HAVE BEEN CURED."

SOME CHECKING RECORDS.

By Peter Dougan.

The checking records used by advertisers and newspapers to keep track of insertions which have been given an advertisement vary with every house just the same as the bookkeeping methods. A checking record to be effective should be so arranged that the examiner can tell quickly and accurately all the terms of the contract as well as what has been done on the contract and what is due. The more complete the record the better its value.

Certain marks, which are small, and thus save space on the page, are adopted to indicate certain conditions, each mark having its own meaning. For instance:

A ✓ in the column, under the proper date or month, is used to indicate the time of first correct insertion.

A / that the advertisement was inserted correctly.

A 7 that the advertisement was inserted in wrong position.

A 2 that the advertisement did not occupy the right amount of space—generally a short space mark

X, that the advertisement was omitted.

O, that the paper of this date was not received.

= that no paper was issued on this date or that the advertisement

made; the space to be occupied by the advertisement; the position the advertisement is to have in the paper, if any; the length of time the advertising is to appear in the paper; the date the order is given; the amount to be paid for the advertising. Sometimes this last-named item is supplemented by a column in which the cost per inch or line for each insertion is given. variable space, for he can thereby calculate quickly what a particular advertisement costs him.

The usual way of keeping checking records is in a book—very much like a ledger book—each page having ruled lines to accommodate the headings spoken of above as well as other lines in which to indicate the dates on which insertion of the advertisement was made.

When the contract calls for variable space it is the practice to indicate how many lines or inches have appeared by placing the number of lines or inches just above the proper mark for the insertion of that date.

The marks given are illustrations of what can be used. They are not arbitrary; others which convey the same meaning could be invented and used.

An illustration of the book method is here given. It is used by an advertising agency and modeled on the lines of the records employed generally in newspaper offices, with some changes, of course, to meet the requirements:

ADVERTISER	Day	Time	Size	Rate	Contract	Order	Insertion	Check	Remarks
John Jones	Jan 1	10:00	1/2	100	100	100	100	100	100
John Jones	Jan 2	10:00	1/2	100	100	100	100	100	100
John Jones	Jan 3	10:00	1/2	100	100	100	100	100	100
John Jones	Jan 4	10:00	1/2	100	100	100	100	100	100
John Jones	Jan 5	10:00	1/2	100	100	100	100	100	100
John Jones	Jan 6	10:00	1/2	100	100	100	100	100	100
John Jones	Jan 7	10:00	1/2	100	100	100	100	100	100
John Jones	Jan 8	10:00	1/2	100	100	100	100	100	100
John Jones	Jan 9	10:00	1/2	100	100	100	100	100	100
John Jones	Jan 10	10:00	1/2	100	100	100	100	100	100
John Jones	Jan 11	10:00	1/2	100	100	100	100	100	100
John Jones	Jan 12	10:00	1/2	100	100	100	100	100	100
John Jones	Jan 13	10:00	1/2	100	100	100	100	100	100
John Jones	Jan 14	10:00	1/2	100	100	100	100	100	100
John Jones	Jan 15	10:00	1/2	100	100	100	100	100	100
John Jones	Jan 16	10:00	1/2	100	100	100	100	100	100
John Jones	Jan 17	10:00	1/2	100	100	100	100	100	100
John Jones	Jan 18	10:00	1/2	100	100	100	100	100	100
John Jones	Jan 19	10:00	1/2	100	100	100	100	100	100
John Jones	Jan 20	10:00	1/2	100	100	100	100	100	100
John Jones	Jan 21	10:00	1/2	100	100	100	100	100	100
John Jones	Jan 22	10:00	1/2	100	100	100	100	100	100
John Jones	Jan 23	10:00	1/2	100	100	100	100	100	100
John Jones	Jan 24	10:00	1/2	100	100	100	100	100	100
John Jones	Jan 25	10:00	1/2	100	100	100	100	100	100
John Jones	Jan 26	10:00	1/2	100	100	100	100	100	100
John Jones	Jan 27	10:00	1/2	100	100	100	100	100	100
John Jones	Jan 28	10:00	1/2	100	100	100	100	100	100
John Jones	Jan 29	10:00	1/2	100	100	100	100	100	100
John Jones	Jan 30	10:00	1/2	100	100	100	100	100	100
John Jones	Jan 31	10:00	1/2	100	100	100	100	100	100

was not to appear on this date; circumstances will determine which.

Everybody seems to make his record different from the others by the adoption of peculiar marks used to indicate insertions, by different rulings, headings, etc., yet all are alike in the fundamental principles. To go into details each one will tell: The paper with which the advertising contract is

On the top of the page the name of the paper is given. Under this name appear a large number of columns. In the first of these the name of the advertiser is written, next follow the columns, wherein the time, position of the advertisement, if any, space occupied and date are indicated. Then come thirty-one narrow columns, which are devoted to check-

ing the insertions in the daily as made. If the advertisement is to appear only in a daily the columns indicated above are the only part of the page used. When the contract also calls for insertions in the weekly edition of the same paper columns set aside for the same details as in daily are used, the only difference being that there are five columns instead of thirty-one devoted to checking insertions.

The agency enters as many advertisements as the horizontal lines will permit, and the entire page serves for one month's time.

with the details, and leave lines for its contract and so on. It is advisable to leave an extra line across the page when the contract is less than a year, in order that space may be provided to check the extra insertions which are given to make good wrong insertions, etc., that have occurred. When the contract is for a year allow two lines.

The card system is another method, and so far as the writer knows, is used only by the Geo. P. Rowell Advertising Agency. The illustrations explain themselves.

NAME OF PAPER		DATE	PLACE	STATE																												
Liberator		March 1, 1901	Chicago	Ill																												
NAME OF ADVERTISER, OR ADVERTISEMENT OR BOOK		H X - 905																														
NAME		March 5																														
blinded -		1 year - Reading notice																														
MONTH	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	TOTAL
Jan																																
Feb																																
Mar																																
Apr																																

NAME OF PAPER		DATE	PLACE	STATE	
Review - weekly		Jan 23 - 1901	Rock Falls	Pa	
NAME OF ADVERTISER, OR ADVERTISEMENT OR BOOK		H X - 83			
NAME		July 10 - 1901			
blinded when type -		1 year - Sp of Col. and R.M.			
MONTH	DATE AND RECORD OF INSERTIONS	TOTAL	MONTH	DATE AND RECORD OF INSERTIONS	TOTAL
July	10 ✓ 14 20 26	✓ 1			
March	3 10 14 20 26	✓ 1			
April	7 14 21 28	✓ 1			

At the end of that time all contracts which have not been completed are carried forward to a new page and re-entered. If the advertiser utilizes this sort of ruled design he can make the page accommodate the records for several papers. This is accomplished by putting the name of paper in the first column, with details of contract, leaving a line across the page for each month his advertising is to appear. When a sufficient number of lines have been allowed for the first, enter the name of next paper on the line following

By this card system each paper has its own card, where all the details of the order and the insertions are given in the same manner as on the page records already shown. It was adopted because the records in this form are more easily handled and occupy less space than books.

When the advertising contract has been completed the card is removed from the box and filed away with the other records which are kept.

The advertiser whose business is not large enough to warrant the

making of large record books can use the card system to advantage, or he can buy a small book at the stationer's, rule it himself and carry out his own plans for checking. As an illustration of this method the experience of a real estate advertiser is given herewith. He claims it is more satisfactory than other more elaborate methods which have been presented to him. A special page is given to each town where he is conducting a campaign. At the end of the month the page has the appearance of the following reduced reproduction:

<i>Index</i>		<i>Amount</i>		<i>Time</i>		<i>Rate</i>	
<i>Democrat</i>	20	12	14				
<i>Independent</i>	12	12					
<i>Messenger</i>	14	18	20				
<i>Republican</i>	18	20	12				

When he sends out copy the space required is entered in the columns in pencil. These figures also inform which papers are supplied with advertising copy. When the papers containing the advertisements are received the actual space used by each advertisement is entered in the columns in ink. The advertiser knows exactly where he is at any time. At the end of the month, by a few moments' computation the advertising account is complete for the consideration of the bookkeeper and cashier and for comparison with the rendered bill.

IN THE MAIL ORDER LINE

It requires nerve and money to plunge into the mail order business with anything larger than classified advertisements. But those who use fifty and hundred line advertisements usually receive adequate returns to keep them going. A desirable article and a good advertisement of these proportions often pays from the very first insertion in the big daily newspapers. The fact that these advertisements cost a great many dollars each limits their number to the few who have the nerve and the cash.—*Advisor*.

ADVERTISING has no kinship with charity—except that it should begin at home.

CUBAN JOURNALISM.

The Cubans may not be fitted for self-government, but they are more than fitted for the Jenkins part of journalism, says the *New York Mail and Express*. The best place in their daily papers is ordinarily taken up with the most gorgeous accounts of weddings, the most tender and glowing reports of christenings, and the most heartrending records of death and burial, that ever have appeared. The best of the Havana daily papers, *La Lucha*, which rivals in size and general enterprise some of the well known journals of Paris and Madrid, contains every day two or three prominently placed articles of this personal sort, which, in point of length and gush, would put to shame the similar publications in the Steuben County *Clarion* or the Dover Plains *Bugle*. The wonder is, first, how the *Lucha* manages to say exactly the same things differently so many times, and second, how it is that, since the paper does it for certain people, it escapes having to do it for a great many others. If the recipients of its favors were not kept down to a small list, its columns would be filled up entirely with the records of the doings of its "appreciable friends."

—*Newspaperdom*.

WHERE PICTURES FAIL.

Lack of cogency seems to me the gravest fault in most of the pictorial advertising designs of the day. More often than not, there is no earthly reason why the thing advertised should have a picture hooked on to it at all; but, if the picture must be a part of the ad, why should not picture and text bear some relation the one to the other? If the decorative uses of poster art are to be exploited to their full, it must be for a better reason and upon a sounder logical basis than the supposed truth that a graceful or a striking design or a bold and obvious drawing helps catch the eye. It should not be so hard a matter to persuade the artist designing advertising for a patent washtub that a svelte but semi-dressed female in an attitude of Grecian abandon is not actually a valuable adjunct to the said washtub's getting of publicity. Of course, the design is subordinated to the advertisement—in theory; but what need exists for subordinating, rather than for compounding and coalescing, design to advertising, I for one cannot exactly discover.—*American Printer*.

A VERY HUMBLE ADVERTISER.

The following advertisement, lately printed in a Chicago evening newspaper, is almost a social revelation:

"Wanted—Girl for general housework, union or non-union; any old kind; family of three adults and three children, with nurse, and occupy small house at Sheridan Park, two blocks from N. W. Elevated; nice large, airy room, with southwest breeze, for girl; no washing or much of anything else to do; our girl quit yesterday because we invited some relatives to help us celebrate the Fourth; next Fourth, if the girl demands it, we will disown our relatives, and renounce our country. Wages \$5. Address L., 197 News."

COSTLY SUBSCRIPTION BOOKS.

HOW THEY ARE INTRODUCED BY ADVERTISING TO THE PUBLIC FOR WHOM THEY ARE INTENDED.

Early in May, E. R. Dumont, a publisher with offices in Chicago and New York, began advertising a limited unexpurgated edition of Voltaire's works embracing forty volumes. This is said to be the only comprehensive edition of Voltaire that has ever appeared in English and has been sold di-

vertising a neat portfolio containing specimen pages, photogravures and opinions of the work, together with circulars and other descriptive matter, was sent the person seeking information. In some instances, where circumstances seemed to warrant, a representative of the publisher visited the inquirer and showed the books. This is not the regular practice, or the intended answer to applicants for particulars, as is the case with the Wanamaker and Funk & Wagnalls method, but is

VOLTAIRE

VOLTAIRE is the most trenchant and the witliest writer in the world.—THE RIGHT HON. JOHN MORLEY

The Publisher announces a *limited* unexpurgated edition, in **Forty-Two Volumes**, of the incomparable Romances, Histories, Dramas, Poems, Essays, and Epistles, including "La Pucelle," the "Philosophical Dictionary," and the Literary Miscellanies of

The Great Universal Genius

This will be the only comprehensive edition of Voltaire that has ever appeared in English, and its value is greatly enhanced by a

CRITIQUE AND BIOGRAPHY

BY

THE RIGHT HONORABLE JOHN MORLEY

Author of "Rousseau," "Diderot and the French Encyclopaedists," "Editor "English Men of Letters," etc.

Neither labor nor expenditure has been spared to make this the most desirable work of the decade, from the point of view of the collector, the book-lover, and the general reader. The volumes will be illuminated with two hundred designs, including brilliant examples of eighteenth-century steel engravings, photogravures, and hand-colored plates. The bindings are of the newest Paris and London designs, equal in every particular to the choicest work ever produced by art-binders.

The works of Voltaire are sold direct to subscribers only. For further details, address the publisher, E. R. DuMONT, 137-139 Fifth Avenue, New York City, or 303-305 Dearborn Street, Chicago.

rect to subscribers only. There are four sets of the work: Collector's edition, \$168.00; Ferney edition, \$420.00; DeLices edition, \$588.00, and the Immortals edition, \$1,680.00.

Half page advertisements were run in *McClure's Magazine*, *Munsey's*, *Review of Reviews*, *Harper's*, *North American*, *Cosmopolitan*, *Century*, *Bookman* and *Independent*. The *New York Herald*, daily and Sunday, *Tribune* and *Saturday Evening Post* were also used.

The advertisements were all nicely worded—a clear, dignified statement in each instance—and were all keyed. Whenever an inquiry was received from this ad-

only followed where it is deemed most satisfactory.

The results from this advertising are stated to have been very large, and when analyzed seem quite surprising. The first set was sold to George H. Phillips, the corn king of Chicago. This was number one of the Immortals and brought \$2,520.00 cash. Advertising in the Chicago newspapers sold this set. Every medium used brought many inquiries, but a large proportion of them came from irresponsible persons, those who could not afford such a high-class set of books. The price was a little beyond the pocket of the average individual, yet this did not deter

many from asking for particulars. The publishers submitted every applicant to a rigid office inspection via Bradstreet's and Dun's, and by a sizing up process were able to discriminate and weed out what they thought the impossible buyers.

Of the magazines *McClure's* brought the greatest number of purchasers and is still bringing them. This publication seems to reach the proper people all the time. The publishers say every application from their ad in *McClure's* has resulted in an order. The *Review of Reviews* came in a close second, followed next in order by *Harper's*, the *North American*, *Century* and *Independent*. *Munsey's* and *Cosmopolitan* brought many inquiries, but they were from what appeared irresponsible persons unable to buy the books, and for that reason these two magazines did not prove satisfactory.

The *New York Herald* was very profitable, more so than either the *Tribune* or *Saturday Evening Post*, although these latter papers both brought many orders. The *Herald* advertising pleased the publishers greatly and they feel flattered at the fine returns. One would naturally place the readers of the *Tribune* and *Post* on a higher plane than those of the *Herald*, but the greater returns from the *Herald* may be accounted for by the fact of the larger circulation of the *Herald*.

The first inquiry from the ad in *McClure's* brought in a cash order for a set of the work at \$1,680.00, and a like order resulted from the first inquiry received from the ad in the *Review of Reviews*. Orders have been received from as far away as Mexico.

The system of following up inquiries is a very thorough one, and the publishers say that after they have scrutinized letters received from advertising and sent particulars to likely purchasers, an order has resulted in almost every instance. The comparatively high price of the work and fact that nearly every order secured is induced by mail seems quite an achievement, and, according to a

statement of the publishers, is unprecedented.

Another thing that rather surprises them is that the advance of the heated term has not had a very depreciating effect on orders and this appears very encouraging. Yet, as the people who purchase such books are of the better and wealthier classes and usually go away for the summer, the advertising is to be withdrawn until the early fall, and then, encouraged by their recent success, the advertising will be taken up with redoubled energy.

WILLIAM M. HARCOURT.

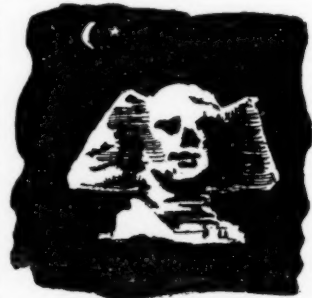
IN THE RETAIL STORE.

We are of the opinion that the most practical preliminary knowledge of advertising may be acquired by entering a retail store as a salesman. There is no individual who has so good a chance to study the people from the seller's view-point as the salesman, and if he is observant and clever he will learn just what an advertising man ought to know. The salesman is in a position to find out exactly what the people want, and why they want it. He learns how to describe an article and point out its good qualities, so that his customers understand him and have confidence in him, and he also learns that they desire him to say what he has to say in as few words as possible. In short, the salesman has a great opportunity. Successful advertising is the application of the knowledge acquired by a successful salesman.—*Profitable Advertising*.

A GOOD COMPARISON.

Original ideas are like seeds—they are of little value unless they are planted and bear fruit. It is the fruit that is salable.—*Our Wedge*.

CATCH-LINE OF WELL KNOWN ADS ILLUSTRATED. LOWNEY'S BREAKFAST COCOA.



"UNLIKE ANY OTHER."

TWO GREAT DAILIES.

From a Speech by Gen. Charles H. Taylor, Made Before the Sphinx Club.

In 1835 the New York *Herald* started. Then came to New York Mr. James Gordon Bennett, who, I think, in many respects was the greatest all around journalist this country has ever seen. He landed in Boston a poor man, without a dollar, without a friend. He tried to get a living in Boston in various ways, tried as a teacher in French, and he failed in every way he tried. They say Mr. Bennett had such a hard time in Boston that on one occasion he found in Boston Common, which is now our Subway, a shilling, which gave him the only meal he had had for three days. He was as hard up as that, but he finally struck journalism and he became a reporter. He reported a great trial in Salem, Mass., which made a sensation and created a reputation for him, and was the first Washington correspondent of any note. He finally decided to start a newspaper in the city of New York, which was great even then. With \$500 cash he started the *Herald*. He put boards over barrels, over which he received subscriptions, and the New York *Herald* was started in this way.

James Gordon Bennett succeeded for a variety of reasons. He succeeded first, because he had three sides to his head. He was a good, strong, vigorous editorial writer. He had what we call a nose for news—knew what would sell; but, above all those qualities, he had good business sense. The most important thing in life is a little business sense.

The so-called great papers of New York in the old days tried to down Bennett; it was the first boycott known in history. By the way, as to all the things that have been said within the last five years about yellow journalism, why, it isn't ten per cent of what was said of the senior Bennett fifty and sixty years ago. What they say now of yellow journalism is not a circumstance to what they said of Bennett's *Herald*. They said to

dealers: "If you sell the New York *Herald* you cannot sell our papers." To the proprietors of theaters they said: "If you advertise in the New York *Herald* you can't advertise in with us." And so they tried to drive this poor Scotchman into a corner. But, the more they drove him the more they drove out the talent he had with him; and, you know, sometimes I think that in your fight in life, if you are having a hard fight, if you will only think of the fellows that are fighting you, and want to see you fail, it will put more ginger into you than all the pats on the back of all the friends you can make in a thousand years.

Mr. Bennett succeeded for another reason, which, I think, you will appreciate. You know, the new man in this country who starts out in business of any kind without a rich father, without an inheritance, without a dollar, can only start in one place. I divide the people of the community into three classes: the select 20,000 or 30,000, the more or less prosperous 100,000, and the million. The first class is very conservative; somebody sells them a paper, somebody makes their clothes, somebody is their lawyer. The man who is new that attempts to get their trade or patronage will go to the poorhouse. The rich people are the poorest paying ones, and the hardest to get. The new man can only start in one place, with the million, and he can get from the million and the 100,000 all the business that his brains and his industry entitle him to. And, mark you, remember this: Nineteenths of all the fortunes in this country have been made from the million and the 100,000. Mr. Bennett appreciated that fact. He knew their hopes, fears, aspirations, sorrows; he knew how to cater to them. He stayed with them. He never cared for the 30,000 select people. He didn't understand them; he didn't need them. Now, why do I say he was a great man? He originated and blazed out new paths in modern journalism, and no man in this country in the last forty years has established a popular

newspaper except on the lines laid down by Mr. James Gordon Bennett, Sr., fifty and sixty years ago.

When the first steamship came from the other side to New York, Mr. Bennett was the first passenger. He went to the other side and arranged for correspondents. He was the first to arrange for foreign news in that way. Curiously enough, he was the first man in this country to realize that there was news in a religious convention, and in 1839 he had reports from all the religious conventions which met in this city and for the first time reported their proceedings as a matter of news. He was the first man to send reporters to the churches to report the bright sermons of this town, and it was such an innovation that on one occasion a prominent clergyman simply announced that he would not preach unless the New York *Herald* man left the church. This Scotchman, sixty years ago, was the first man to realize that there might be news in a religious convention or in the utterances of a preacher in a church.

So he went along. You know every day now you have a financial article. He was the first man to give quotations from Wall street, with an introduction of news and gossip, and he continued on in every direction and blazed out new paths everywhere. Of course, there have been new developments, but this man had the brains to originate the ideas from which most of them have sprung.

Nowadays we have a business manager, a circulation manager, an editor and assistant editors. Did anybody ever hear in the old days of a business manager or a circulation manager or of any other man except James Gordon Bennett? This man dominated every part of his newspaper, and to-day there is one newspaper in this country which has never had any ups and downs, but has a record of steady progress, and that is the paper built up by this old Trojan.

Now, it may interest you, gentlemen, to know something about Mr. Joseph Pulitzer, who owns the *World*. There is a man who has also made a remarkable record

in this country. He landed in this city in 1864. He didn't even know the English language—a poor Hungarian lad, without a dollar, without a friend. This man landed in New York with foreign ideas of the "Queen's Own." He saw that a cavalry regiment, known as the Lincoln guards, was being formed, and with his knowledge of the old countries he naturally thought that this, of course, would be the President's body-guard. He enlisted in the Lincoln guards, which included many of the worst scallawags and non-descripts in the world. He was the most surprised man in the country. After the term of his enlistment he found himself in St. Louis. He tried all sorts of occupations there. Finally he came to the notice of Carl Schurz, who gave him his first start in journalism. In a very short time he had made his mark, when, appreciating the inadequacy of his education, he went to Europe to try to correct his educational shortcomings. On coming back to St. Louis he found that a paper there was to be sold by auction, which had ruined every set of stockholders that had been near it. Perhaps you have heard of the man who was not satisfied with his income. The devil came to him and offered to give him more income than he could spend, and at the end of five years the man's soul would be his. The contract was made, and the devil began piling up income as fast as the man could spend it and faster, and still the devil kept on piling up income much faster than the man could spend it. Finally the man said, "I will start a daily paper." In six months the devil begged for mercy. It was just such a paper as the one Joseph Pulitzer bought in St. Louis that wrecked the devil. He bought it at auction for \$2,500, with the Associated Press right, press, type, desk, cuspidor and office boys. He started in to make a paper in that city. It was a sorry proposition, but he made it such a success that in four or five years it made more than \$75,000 a year. He tried to get into New York several times. He got a let-

ter from Jay Gould in the spring of 1883, inviting him to buy the New York *World*. The New York *World* was a curious proposition. The *World* was started in 1860 as a religious daily. I have the prospectus in my office. Of course, it didn't pay; religious dailies never pay. We had one in Boston. A preacher came and tried to run a religious paper. For five years he ran it, and then he died. In the whole five years he had just one chance to smile. He tried every Saturday to pay off. When it came Saturday he raised what he could. If a man was single he got \$3; if married, \$4.50. So it went along until rumor one day said he was going to raise salaries all round. Then the men got together and signed a round robin asking that their salaries remain as they were. Asked the reason, they said: "It is such hard work to get what you have already promised us that we don't want the additional labor of struggling to get the raise."

Now Mr. Pulitzer bought the *World* on May 10, 1883. He paid Jay Gould \$346,000 for it. It had been started in 1860. Never in

those twenty-three years had the New York *World* made an honest journalistic income. There may have been times, as perhaps during the reign of the Tweed ring, when the newspapers got something like \$400,000 for \$20,000 worth of advertising, that the receipts exceeded the expenses, but never from legitimate sales and advertising had the New York *World* ever made a dollar. Mr. Marble, its editor, had previously sold it for \$346,000 to Thomas Scott, of Pennsylvania. He made a trade one day with Jay Gould, and Jay Gould some years later sold it to Mr. Pulitzer. In 1883 this man took it. Six years later, in 1889, this man, who came to this country in 1864 a friendless young Hungarian boy, had made it one of the most profitable papers in the world. It only shows what one man can do in this peculiar business of ours who has unusual capacity and genius.

IN CALIFORNIA.

The day of the professional "write-up" man in California is passing, and the business of advertising communities is being brought to a substantial basis.—*Pacific Coast Advertising*.



IN THE ORIGINAL THIS PICTURE WAS PART OF A CUTICURA OINTMENT ADVERTISEMENT IN "M'CLURE'S." THE LITTLE SCHOOLMASTER WAS ATTRACTED ONLY TO THE LADY AND REPRODUCES HER HEREWITH.

THE REACTION AGAINST BILL-BOARDS.

It will probably take a long campaign to educate the public in this country to the notion that no individual has any more right to destroy the beauty of a street by misusing his property according to the whims of his own barbaric taste than he has to depreciate the value of his neighbor's property by running a steam calliope night and day or by building his stable under his neighbor's window. But until the private billboard can be done away with, as in Berlin or Paris, or made an element of beauty by proper treatment and by artistically designed posters, it ought at least to pay its share of the taxes. London makes the billboard a source of revenue, and in France ever since 1852 a fee has been exacted for all signs in public places, such as the blank walls of buildings or the windows of omnibuses. In Germany the cities let the right to erect billboards and columns, and regulate the maximum charge. Berlin also regulates the size and design of these boards and columns, and requires that the contractors shall display on each column the number of the city district in which it is located, the number of the nearest police station, the location of the nearest postal and telegraphic office and of the nearest fire alarm. In this way the convenience of the public is served, and in addition the concession of the right to erect the columns brought \$63,750 a year ten years ago, a return that is probably much greater by this time. But Mr. Robinson's suggestion that billboards be taxed a fixed sum for each square foot of surface is probably better adapted to the present temper of the public. For while most persons would undoubtedly support a measure that brought money into the treasury, they are not yet ready to admit that a man cannot inflict ugliness upon his neighbors and upon the city at large. The square-foot tax not only promises revenue and has the merit of easy enforcement, but with a rate fixed high enough it would reduce the numbers and size of the monstrosities that mar the appearance of almost every street.—*St. Paul (Minn.) Pioneer Press.*

THE CAMERA'S VALUE.

No one factor has been of more value in the development of artistic advertising than the camera. Indeed, we are inclined to think that art as applied to publicity was given its first impetus by the camera, and that the special design is the outgrowth of photographic illustration. To-day the brush and the lens are boon companions; their happy combination is responsible for the artistic beauty of modern advertisements. Some artists regard the camera as an enemy, when the truth is that it is their best friend. Were it not for this important invention, there would be fewer pictorial advertisements and less work for the designer. The up-to-date advertising artist recognizes the worth of the camera, is proficient in its manipulation, and uses it as a valuable adjunct to pen and brush.—*Profitable Advertising.*

AMERICA'S HEAVY RETAIL ADVERTISERS.

Chicago is unquestionably the home of the largest users of advertising space in the world—for retail stores. In no other city in the country does one see so many page and two-page retail advertisements as in Chicago Sunday papers. Not only do these heavy advertisers use large space, but they use it in a large number of papers—for Chicago is the proud possessor of half a dozen very good daily papers and a few more thrown in for good measure.

The *Record-Herald*, *American*, *Inter-Ocean*, *Tribune* and *News* are very heavily patronized. Considering its position the *Chronicle* also is doing very well. The *Journal* and *Post* plod along, too, in the even tenor of their ways, and carry considerable business.

Chicago is blessed with a number of tremendously large department and specialty stores, and they spend their money for advertising with the recklessness of a drunken sailor on the Bowery. Readers of the *Advertiser* who would like to see some large advertisements, and plenty of them—with or without colored trimmings—should obtain a few of Chicago's Sunday papers and look through them. They carry advertisements that furnish splendid models for advertisers in other cities.—*Advertiser.*

THE BEST ASSURANCE.

One of the best assurances a man may have in going into business, is that he is dealing in every-day necessities.—*Bakers' Helper.*

The Biggest \$1.00 Bargain for Retailers

We have just published a book of Ready-Made Advertisements for retailers. It is 6 x 9 in size—elegantly bound—and contains about 500 specimen advertisements for almost every imaginable line of retail business. The ads are indexed and can be found at a glance. It tells about advertising, how to buy space, writing advertisements, typographical construction, borders and type, illustrations, etc. The specimen ads are adaptable to any line of business—they are thought stimulating and a practical help to every retail merchant. The preface alone is worth several times the price of the book, as it gives a comprehensible, money-saving plan for retail advertising. Book sent postpaid upon receipt of \$1.00. Address

Printers' Ink, 10 Spruce St., New York

MAINE FROM AN ADVERTISING STANDPOINT.

Maine is to-day occupying a most enviable position in the advertising world. She is a fertile field for advertising experts and yet the fact is not more than half appreciated. In the first place, Maine has something good to offer—her summer resorts—and is able to boast largely and still give her customers more than she has promised. An article in *PRINTERS' INK* from another's pen has already presented well the advertising of Maine as a resort region by the railroads, a matter of much interest. The railroads are spending thousands upon thousands in advertising with splendid results. The Maine Central and Bangor & Aroostook are perhaps doing the most and naturally, the former through the medium of its countless folders and its handsome Maine Central magazine (monthly), and the latter through its folders, of course, but principally, during the last two years, through its book, "In the Maine Woods."

This book is undoubtedly the most elaborate of its kind ever issued in New England and one of the best ever put out by an American railroad. It differs from the average railroad book in the very great profusion of illustrations and in the fact that whereas such books are usually a mass of rate tables, the B. & A. book is given almost entirely to entertaining, authoritative description of the region reached by the road, of directions for taking desirable outings, of special trips and of estimates of cost.

The book has had two editions, the second the more elaborate, but both of 50,000 copies, the contracts for which were given entire to a Boston newspaper man who studied the region, wrote and arranged the text, collected the photographs and had the cuts made. In fact, everything was placed in his hands, the price being between five and six thousand dollars for an edition.

The railroad, however, was largely reimbursed for this expenditure by the advertising secured. Outside of the cover pages, which of course brought fancy prices, the book has forty pages of advertising, for which the company received \$100 a page, \$35 for a quarter page and smaller ads pro rata. The company mails quantities of them at an expense of three cents each, and at the New York Sportsmen's Show in March gave away 10,000 copies.

Such expense on the part of the B. & A. alone, a small road as compared to the large systems, means something. It means that advertising Maine pays. It means that summer people and sportsmen are coming to the State in enormous numbers, and that resort managers in order to get their share must be alive in their advertising.

Here, then, comes the chance for advertising specialists. The State is giving more or less business to outside parties, but, as a class, Maine resort managers are not going about their advertising in the proper way. The great majority attempt to prepare their advertising matter themselves, often late with it at the opening of the season

and then sending out some cut-and-dried matter.

Although outside advertising firms are getting general business in Maine, it is a surprising fact that, to my knowledge at least, there is but one resident expert in the State. This is Fred H. Clifford, of Bangor. Mr. Clifford is the pioneer in the business in Eastern Maine at least, and is working up a first-class business, a business which I believe will exceed even his sanguine expectations in a few years if properly managed. He is already writing lots of advertising and is doing considerable in the resort line, some of his best work being for the famous Mount Kineo House, Moosehead Lake. He is, and has been from the first, a regular reader and student of *PRINTERS' INK*.

It is my earnest conviction that in the resorts of this State lies an enormous and growing field for advertising specialists. Educate the resort people up to the knowledge that, at comparatively small expense, their advertising can be made tenfold more productive of good results and the inexperienced will at once see the folly of preparing it themselves. I well know of one small resort, now but about five years old, which, starting with very slender capital, has to-day entirely outstripped its facilities and is this year increasing its capacity one-half. This resort has been widely and carefully advertised, its advertising matter has been prepared by competent writers and it has given guests all that was advertised.

And here lies a hint to writers of resort literature: Stick strictly to the truth, make the most of good points, but do not exhaust the possibilities of your subject. Unfulfilled promises do a world of damage, but the pleasure experienced by a guest when he finds unanticipated attractions in addition to those of which he has already learned, will redound tremendously to the gain of the place and so to the prestige, in the eyes of the manager, of the man who did the advertising.

FRANK HAZLEWOOD ROWE.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$20 a line. No display other than 2 line initial letter. Must be handed in one week in advance.

ALABAMA.

THE EAGLE, semi-monthly 4 pages. Send for rates. A. R. DAVISON, pub., Kempville, Ala.

PRACTICAL WEATHER. Published once a month. Publishes Dunne's famous Forecasts of the Weather, the most accurate and reliable long range forecasts ever appearing in print, based on terrestrial meteorological data, and on as sound scientific principles as those of our National Weather Bureau. It also publishes interesting articles on the philosophy of the weather.

PRACTICAL WEATHER circulates in every State, also Canada and Mexico and our new possessions. It also goes to India, Australia, and nearly all the countries in Europe. It has some of the best intelligence of the world among its subscribers, representing almost every profession, trade and calling. It is truly cosmopolitan and an A1 advertising medium for this and foreign countries. Rates for advertising furnished on application. Address **PRACTICAL WEATHER PUBLISHING CO.**, Montgomery, Ala.

ILLINOIS.

THE JOURNAL OF THE SCIENCE OF OSTEO-PATHY. DR. J. M. LITTLEJOHN, President Am. College of Osteopathic Medicine and Surgery, editor. 1 Warren Ave., Chicago, Ill.

INDIANA.

THE FREEMAN is read by over 80,000 negroes each week. Its circulation is national and is an excellent mail order medium. It is supreme in this field. GEO. L. KNOX, Pub., Indianapolis.

MAINE.

F. A. STUART, of Marshall, Mich., says: "In six years I worked up a business from nothing to nearly a million a year, using daily papers exclusively. Weeklies are too slow for me." In Rockland, Me., the **STAR** is the only daily.

MICHIGAN.

THE ECHO. Harrisville, covers Northeastern Michigan.

MINNESOTA.

SVENSKA AMERIKANSKA POSTEN. Minneapolis, Minn., is the largest in size and circulation of any Scandinavian paper published in the U. S. Average circulation per issue for 1900, 42,282. It has a larger circulation than any other weekly paper published in Minnesota by at least 12,000 copies each issue. It is the advertising medium par excellence of the Northwest, a fact which leading general advertisers willingly concede. Sample copies, rates, etc., furnished on application. **SWAN J. TURNBLAD**, Publisher, Minneapolis, Minn.

MISSISSIPPI.

THE South is booming as never before in its history. Why not ride in on the crest of the waves! You can't enter Mississippi territory successfully (the most prosperous section) without an ad in **THE HERALD**, Water Valley, Miss. All home print, largest circulation and stands first in the confidence of the people.

OHIO.

TO reach mail order buyers, try **PENNY MONTHLY**; 10c. a line; circ'n 25,000; Youngstown, O.

WISCONSIN.

DODGE COUNTY FARMER, Beaver Dam, Wis. Stock raising and farming. Circ'n 1900, 1,416.

CANADA.

CANADIAN ADVERTISING is best done by **THE E. DESBARATS ADVERTISING AGENCY**, Montreal.

CLASS PAPERS.

ADVERTISING.

PRINTERS' INK is a magazine devoted to the general subject of advertising. Its standing and influence is recognized throughout the entire country. Its unqualified judgment upon advertising matters is of value to intelligent advertisers as being that of a recognized authority. — *Chicago (Ill.) News.*

PRINTERS' INK is devoted exclusively to advertising—and aims to teach good advertising methods—how to prepare good copy and the value of different mediums, by conducting wide open discussions on any topic interesting to advertisers. Every subject is treated from the advertiser's standpoint. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. $\frac{1}{4}$ -page \$25, $\frac{1}{2}$ -page \$50, whole page \$100 each time. Address **PRINTERS' INK**, 10 Spruce St., New York.

Displayed Advertisements.

Must be handed in one week in advance.

"WHAT HAPPENED TO WIGGLESWORTH,"

book of humorous sketches, just published by Dickerman & Son, Boston, is by W. O. Fuller, editor of Rockland (Me.) *Courier-Gazette*. Will be on sale everywhere, read by everybody.

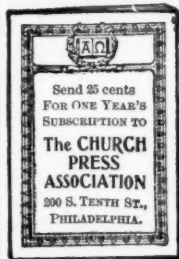
We await your inquiries

Est'd
1853.

Gordon & Lothrop 15
St. Bride St.,
LONDON.

British Advertisers' Agents

THE CHURCH PRESS ASSOCIATION



LIST OF THIRTY

Church Magazines

are edited by brainy pastors for live Churches of different denominations everywhere. Filled with pure, interesting reading matter for the home. Excellent, economical publishing plan for Churches, and a good advertising medium.

THE ORTON COMPANY

OF

SOUTH BEND, INDIANA,

Can design and place your advertising; write, compile and print your catalogue; do your printing, lithographing, etc., as well and at as low prices as any concern on earth. Send in a trial order. Write for prices.

THE ORTON COMPANY

THE DENVER POST WINS

If you desire a detailed page of reasons why the Denver Post is the greatest daily paper in the Rocky Mountains, pictures of the committee, and how the *News* continues to lie—write—

SUMMARY OF COMMITTEE'S REPORT.

The committee found the claimed circulation of the Denver Post, published daily in the Denver Post, absolutely correct and accurate, **NOT EVEN CHANGING A SINGLE FIGURE OF OUR CLAIMED CIRCULATION.**

It found that during the six months the examination covered that the Denver Post printed **457,974** more papers than the *News* printed, and after deducting **68,000** copies donated by Mr. Patterson to the Democratic campaign fund as his contribution, and **4,770** extra New Year papers, the Denver Post still printed during the six months the examination covered **385,204** more papers than the *News* printed. The committee found also that the total paid circulation of the Denver Post for the six months was greater than that of the *News*, especially during the months of February, March and April, the last three months. That the circulation of the Denver Post has increased rapidly month by month, while the circulation of the *News* is decreasing.

The committee also found that the *News* claimed during the six months to have printed **182,017** more papers than it did print. That the *News* claimed to have printed on a daily average **1,006** more papers than it did print.

Final: In view of the finding of the committee, selected in part by the *News*, let us hope that the *News* will have a decent regard for the verdict of the committee, acknowledging its defeat gracefully and ceasing its braggadocio about having twice the circulation of any paper in the State, etc., etc.—*The committee's official statement of circulation.*

STATEMENT OF CIRCULATION.

THE ROCKY MOUNTAIN NEWS. DAILY AVERAGES.

	PAID CIRCULATION.			Un- paid Circ'n	Total Press Run.
	City.	Country.	Total.		
November, 1900.	12,253	12,480	24,738	2,963	(a)27,700
December, 1900.	11,898	11,968	23,866	2,559	36,325
January, 1901....	12,222	12,120	24,442	2,025	(b)26,465
February, 1901...	12,046	12,078	24,124	2,437	36,571
March, 1901.....	11,938	12,292	24,140	2,538	36,698
April, 1901.....	11,512	11,856	23,368	2,409	(c)25,777

(a) In addition to this figure the *News* printed and distributed this month 46,000 copies for political purposes, which is not included in average daily press run.

(b) To which should be added 21,000 New Year's Edition, paid for by advertising contracts.

(c) Does not include 22,000 run and used for political purposes.

FRED W. FELDWISCH,
Business Manager the Denver Post.
R. C. CAMPBELL,
Business Manager the Rocky Mountain News.

THE DENVER POST. DAILY AVERAGES.

	PAID CIRCULATION.			Un- paid Circ'n	Total Press Run.
	City.	Country.	Total.		
November, 1900.	10,563	12,093	22,656	5,393	28,049
December, 1900.	10,316	12,015	22,331	5,931	(a)28,162
January, 1901....	10,675	12,294	22,869	4,999	27,868
February, 1901...	11,355	12,858	24,213	4,758	28,971
March, 1901.....	12,128	14,03	26,231	4,641	30,872
April, 1901.....	12,239	14,397	26,617	4,286	30,903

(a) To which should be added 16,330 copies New Year's papers paid for by advertising contracts.

(Signed)

GILBERT B. FISHEL,
CHARLES T. AUSTIN,
GEORGE W. BROOKS,
Committee.

The Frost (Minn.) Record

is a country weekly that is held in high esteem by its readers, who are a thrifty and prosperous class of people. It is a good advertising medium to reach the country population who are settled in this part of the United States noted for its famous wheat fields.

THE FARM AND HOME

reaches 25,000 families every month.

It gives the advertiser wishing to reach village and country people quick and sure returns. We give more good circulation for the money than any other publication on earth. A trial ad will convince you. Rates only \$1 an inch each issue. Half inch, 50 cents.

FARM AND HOME PUB. CO., Homer, Mich.

Money in Adwriting

I am doing an advertising business of over one million dollars a year. I have a larger clientele and receive more income for writing and illustrating advertisements than any other man ever did. In my advertising agency 15 writers and 10 artists are regularly employed, and employees in other departments number over 150. This business has been built up in less than 10 years.

I have an interesting proposition to make to every advertiser and to every young man who would like to become a successful advertising man, and I want to say that it is a dignified, a useful and lucrative profession.

I refer to any newspaper publisher in the United States.

Mark your letter "Personal," and address

CHARLES AUSTIN BATES,
1411 Vanderbilt Bldg., N. Y.

Hotel Majestic

CHICAGO

Open for Business

Strictly Modern and First Class.
Seventeen Stories High.

Cafe in the Palm Garden on the
Seventeenth Floor.

JAS. A. GLODREY,
MANAGER.

What the largest dry goods
house in the South says about

The Memphis Scimitar

The only afternoon paper in Memphis—
Queen of Southern Cities:

"Having demonstrated to our satisfaction the value of an afternoon paper as an advertising medium, we beg to announce to the readers of The Evening Scimitar that we will from now on avail largely of its columns in directing attention to such of our merchandise as deserves advertising mention.

"This announcement is given prominence with a view of impressing the fact that the bargain events which succeed each other in such rapid succession will hereafter be given publicity to the same extent in the evening as in the morning papers."—B. LOWENSTEIN & BROS.

For rates etc., apply to

R. A. CRAIG,

In charge of Foreign Advertising.

87 Washington St., Chicago; 41 Times Building, New York.

Sworn Average Circulation for June, 1901.

St. Paul Daily Globe

19,075

THE **GLOBE** invites any one and every one interested to, at any time, make a full scrutiny of its circulation lists and records and to visit its press and mailing departments to check and keep tab on the number of papers printed and disposition made of same.

WILLIAMS & LAWRENCE, 87 Washington Street, Chicago, Western Representatives.
CHARLES H. EDDY, 10 Spruce Street, New York, Eastern Representative.

SEND FOR A SAMPLE COPY OF

THE ADVISOR

the great monthly magazine devoted to the interests of advertisers.

PHILLIPS & CO.,

ADVERTISERS ALL OVER THE WORLD,
1133 BROADWAY, NEW YORK.



8076
is the actual average daily Circulation of The Springfield, O.
PRESS-REPUBLIC
SWORN AND PROVED.
GUARANTEED BY THE
CITIZENS' BANK

Advertiser **Diogenes**
Discovers
An Honest
Circulation Statement



THE KANSAS CITY WORLD

The only one-cent paper in a center of population numbering more than half a million.
Sworn Daily Average Circulation, May, 1901,

32,074

THE OMAHA DAILY NEWS

Has a larger daily circulation than either of its contemporaries (morning and evening combined). Sworn Daily Average Circulation, June, 1901,

21,163

THE ST. PAUL DAILY NEWS

The only one-cent paper in St. Paul. Sworn Daily Average Circulation, June, 1901, . .

24,682

These are one-cent evening newspapers and reflect the hustling, busy spirit of the West. They are owned and controlled by F. W. Kellogg, J. Harry Lewis, L. V. Ashbaugh and B. D. Butler.

FOREIGN ADVERTISING DEPARTMENT,

B. D. BUTLER, Manager, 705-7 Boyce Bldg., Chicago.

JAS. F. ANTISDEL, Eastern Representative,

52 Tribune Building, New York.

Circulation Figures will be made a part of every contract; we guarantee advertisers that we have only ONE rate for advertising. BOOKS OPEN.

Over Twenty Years of Success.

The publishers of the Scripps-McRae League papers have just cause to feel proud over the Anniversaries which these fearless and thoroughly

independent newspapers will celebrate during the coming year.

The St. Louis Chronicle on July 31st will issue its Twenty-first Anniversary edition. The Cincinnati Post will also this year celebrate its Twenty-first Birthday, and the Cleveland Press at the end of the year will have celebrated its Twenty-second Anniversary. The Covington, Ky., Post, the junior member of the League, is now in its thirteenth year.

During the period of years that these papers have been in existence they have earnestly fought the battles of the masses, and their straightforward policy has won for them the commendation of not only the select few, but almost the entire reading population in the sections where they are published.

These facts are especially valuable to the general advertiser, as newspapers having been successfully published for this length of time can be relied upon to produce profitable returns.

The Scripps-McRae League papers have a combined guaranteed circulation exceeding 300,000 copies daily, and their rate per thousand circulation is conceded to be more reasonable than that offered by any other list of newspapers in the country.

F. J. Carlisle, Manager Foreign Advertising, has offices at 53 Tribune Building, New York, and 116 Hartford Building, Chicago.

Do You Want Some ?

Every publisher knows of one or two people—perhaps of a dozen or fifty—who would be interested and benefited by reading PRINTERS' INK and attending to its instructions.

The reading of PRINTERS' INK regularly is calculated to make a man who doesn't advertise now, consider the question seriously and perhaps convince him that he should advertise, especially in your paper. PRINTERS' INK is a journal for advertisers and shows the man who is now interested in advertising how to use his space to best advantage and may induce him to use more space.

The subscription price of PRINTERS' INK is \$5 a year, but the publisher of an approved paper can buy a specified number of \$5 coupons, each good for one year's subscription to PRINTERS' INK, and pay for them by inserting advertising in his paper.

This is a legitimate warm weather proposal worthy of consideration by every active newspaper publisher.

Write, stating fully just what is wanted. Address

PRINTERS' INK,
10 Spruce St., New York.

Street Car Advertising.

From the standpoint of both local and general advertiser, street car advertising ranks high as a medium of proven worth.

Among good mediums, it is among the first when properly conducted.

Properly conducted implies the right cars, the right display and the right service.

That street car advertising conducted on business principles is profitable is evidenced by the throng of advertisers' cards which are to be seen in the cars to-day—advertisers of long experience and good judges of values.

They have not been spasmodic advertisers, but, on the contrary, have been liberal users of street car space every day in the year, year in and year out.

It has paid them to do so, and it will pay you if you have an article of merit to sell the people.

Street car advertising enables the advertiser who produces a certain brand of goods to save time and money by telling the possible buyer of his article that it can be bought at any grocery, drug or dry goods store, as the case may be.

The street cars reach a clientele that cannot be reached by any other medium at the same cost, and one that is accustomed to buying its necessities and luxuries of street car advertisers.

Using the street car you employ one medium, pay one price and reach all the people—every class.

If you want to reach buyers, there is no advertising medium that fills the bill as well as the street cars.

Circulation counts—and it is the only thing that does count in obtaining results from advertising.

The masses respond to advertising—the classes do not.

Nearly every prominent advertiser who uses newspapers exclusively will tell you that street car advertising does not pay.

Yet the advertiser who goes after the masses in the street cars finds it almost impossible to keep pace with the growth of his trade.

The real circulation of an advertisement depends upon how many people read it, its earning capacity on the number of customers attracted by it.

A card in the cars has its value in continually being before a large number of people, who, for the time being, have nothing else to engage their attention, and they read the car advertisements. You read them, we read them, everybody reads them—whether they want to or not.

Consider the people you desire to reach and you will find that they are the people who ride in the street cars. If your advertisement is in the street cars it will be seen and read by the very people you wish to reach.

Place your advertisement in the street cars and fire the merits of your goods into the ranks of the people. Convince them that it is to their interest to patronize you, and you will capture their trade.

All advertising does not pay, but all good advertising does. Good advertising is advertising that brings results. That is street car advertising.

The keen, far-sighted business man who makes the most of this era of prosperity will make it a point to get close to the multitude of buyers—the closer the better.

That's one of the strong points of street car advertising—it's the close range, face-to-face kind. Your audience cannot escape, and it lies with you to convince and make them buyers of your goods. If you're in the right cars, with the right display and service, you will surely succeed.

The street cars offer valuable advertising space to both local and national advertisers; both derive substantially an equal benefit from them, for the street car is one of the very few advertising mediums which the retailer and the wholesaler, the local and the national merchant, can consider in the same light.

It is difficult to name any article of universal use that is not advertised in the cars—food stuffs, patent medicines,

clothing, shoes, hats, gas stoves, sugar, places of amusement, railways, health resorts, publications, real estate agencies, lithographers and printers, cigars and tobacco, wines and other beverages, soaps, baking powder, dozens and dozens of other articles, places and concerns all advertise in the street cars.

Would they keep it up if it didn't pay? Would they continue to spend thousands and thousands of dollars every year if the returns secured did not warrant the outlay?

All the street car lines in Minneapolis and St. Paul are controlled by one company, and the service in every way is as good as can be found in the United States. The cars are large and easy-riding, and the service on all lines frequent and fast. For five cents you can ride between any two places in the same city. You can ride from any place in either city to any place in the other city for ten cents.

In the two cities there are no less than 260 miles of track. In 1900 over 55,000,000 passengers were carried. Many thousand persons use these cars daily. This is an especially good field for the street car advertiser, and the service is an excellent one. George Kissam & Company control the exclusive street car advertising privileges for both cities.

Cincinnati has always been considered a good city for advertisers to invest in, and has given good returns for the investment. The city is nicely situated and is blessed with a pushing, wide-awake population; recent census returns give it as 325,902.

Her street cars have proven profitable to general and local advertisers alike. This, after all, is natural, since her people get their information as to what to buy, and where to buy, from the people's directory—the street cars. In a city like this, where the street cars are so exceedingly well patronized, they must and do form a very good way of reaching the buyers of the community.

The Cincinnati cars are clean, rapid, commodious and modern in every particular. They are well lighted, well run, and cover every point of the city, the suburban villages of Clifton, Avondale, Walnut Hills and other nearby places.

The advertising privileges of the Cincinnati street cars are owned by Messrs. George Kissam & Company, 253 Broadway, New York City. The methods employed in taking care of the

business in these cars are up to date and complete, and the treatment of the advertiser is liberal. The system of changing and checking the cards is accurate and thorough. The excellent display afforded advertisers, together with the good appearance of the cars throughout, add greatly to the credit of this enterprising firm.

In addition to the cities just mentioned, George Kissam & Company control the exclusive street car advertising privileges in Brooklyn ("L" and Surface), Buffalo (the Pan-American Exposition city), Albany, Troy, Schenectady, Utica, Rochester, Amsterdam, Newburg, Jamestown, Gloversville, Herkimer, Mohawk and Ilion, N. Y.; Newark, Trenton, Elizabeth, New Brunswick, N. J.; Erie, Pa.; Chicago (North and West Sides), Aurora, Elgin and Springfield, Ill.; Columbus and Hamilton, O.; Stillwater and Duluth, Minn.; Milwaukee, Madison and West Superior, Wis.; Denver, Col.

The question the prospective street car advertiser considers is where, when and through whom to place his advertising. It's the same question that confronts an advertiser when making up his yearly appropriation. He knows that this is an age of specialists—specialists in everything.

A specialist, reduced to what he ought to be, is a person who possesses an unusual adaptability for a certain kind of work, exceptional opportunities for doing such work better than anybody else, one who combines good business judgment with absolute honesty, one who attends to business intrusted to him with a fidelity*as if it were his own.

George Kissam & Company are specialists of this kind.

Anybody can afford fair treatment when there is no opportunity to act otherwise. You should know before you place your order that you will be dealt with justly and honestly under all circumstances.

George Kissam & Company, whose offices are at 253 Broadway, New York, claim to give their patrons the most satisfactory street car advertising service in this country. Their patrons get all they pay for, and, in placing cards, Kissam & Company generally give the advertiser a certain ratio of extra cards for good measure.

If you are interested in the successful promotion of any specialty, and will advise of its nature and the territory wherein it is being pushed, George Kissam & Company will be pleased to outline the ways by which you may use their services to advantage.

A City in a Garden

The city teeming with an active, prosperous population of two million souls; the garden covering an expanse of millions of acres of the most fertile land on earth, yielding to its energetic tillers the means to furnish themselves and families the necessities and luxuries of life. The City—Chicago; the Garden—the great Northwest, especially Illinois, Iowa, Wisconsin, Northern Indiana and Southern Michigan.

THE Chicago Chronicle

circulates largely in this magnificent territory containing hundreds of thousands of thoughtful, intelligent people who are opposed to the Republican party. This great newspaper is their principal source of information. The advertiser who desires to talk to this large constituency can do no wiser thing than to use "The Chronicle."

H. W. SEYMOUR, Publisher,

164-166 Washington Street.

New York Office, 79-80 Tribune Building.

A New Vampire

An express messenger from a suburban town came into my store recently, and bought two dollars' worth of job inks for one of my regular customers. After paying the bill he boldly asked "what was in it for him." I politely informed him that the party who hired him would pay for his services. He then remarked that his pay was all right, but a certain ink house (mentioning the name) gave him twenty per cent on every order brought to them ; and he thought I should do the same. I felt annoyed and curtly told him that I would close my shop before I would stoop to such dirty methods of securing trade. He left vowing vengeance on me, and said he would swing all the printers in his town to buy from the concern who bribed him.

This is a peculiar state of affairs, when printers are forced to use inks which the express messenger chooses to buy for them, and for which they pay double my prices, enabling the ink house to amply afford giving twenty per cent to the man who brings the order. None of this kind of trade for me. I give a dollar's worth of ink for one dollar, and I have to get the dollar in advance before the ink leaves my shop.

Send for my price list, and when ordering through a messenger stipulate P. I. Jonson's ink.

ADDRESS

PRINTERS INK JONSON
17 Spruce Street, New York.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

You will have to make your ads look inviting if you hope to have them read during this hot weather. Make them look cool and easy to read by using short sentences of short words, with plenty of white space at the margins and some leads between the lines.

The ad that is set solid, close up to the column rules, with a long wordy introduction and few displayed prices, is about as attractive, these hot days, as a dark, poorly ventilated store with narrow, crowded aisles and doorways.

Tell your story clearly, but don't print an unnecessary word if you can avoid it. And that isn't bad advice for all the year round. *There's a Good Selling Argument in the First Sentence, and the Rest Does the Rest.*

Girls' Dresses— Washable

To have a different Dress for every day in the week would cost less than seven dollars. Think of it! They are Dresses that will last all season, too—Dresses that will stand country laundering, bad as it usually is. Dainty withal. And very new in style. Perhaps enough to last all day—depends on how fast you come for them. Underpriced this way:

The Best Thing to Do with "Extremely Low Prices" Is to Print a Few of Them in the Paper.

Wouldn't It Make You Cool

to look over our array of cool summer goods and consider the extremely low prices we are asking for them. Just glance down this list; you can't help finding something you want:

Window and door screens, hammocks, croquet sets, piazza rockers and chairs, porch shades, lawn awnings, hammock chairs, straw seats, ice cream freezers, refrigerators.

Women Are Always Interested in Good Descriptions.

Women's Bathing Suits

Three dollars and seventy-five cents is a modest price to pay for a Bathing Suit—probably you had planned to pay something in that neighborhood for yours. But you never imagined that such handsome Suits as these we tell of could be had for so little. Neither did we until a trade twist brought them here.

Made of a blue brillian-tine with a broad white sailor collar trimmed with rows of blue braid; a white front with an embroidered anchor; skirt and belt trimmed with rows of white braid. As jaunty and effective a Suit as the beaches will show, and just \$3.75 to pay.

An Underprice and a Plausible Reason for It.

A \$2 Oxford For \$1.50

The Woman's Oxford that we sell for \$1.50 is sold by other stores for \$2.00, and it's worth \$2.00. Only the large buying and selling of the two Holbrook stores makes possible the selling of this Oxford at \$1.50. We have this Oxford in all of the fashionable styles, light sole with kid tip and man-nish style with heavier sole. The workmanship, fit, style and finish of the Oxford are above what is usually found in a \$2.00 Oxford.

If you want a good Oxford at a low price be sure to see this one.

Suggest Refreshment.

Salt Sea Plunge

is a new and taking feature at the Bath Parlors. Makes the bath delightful and invigorating. You'll never know the benefit it imparts until you have tried one.

Turkish, Russian and Needle Baths and private sleeping rooms.

Frankness.

Men's Underwear 29c

Fifty cents is the regular price. A stitch that is caught wrong, or some other slight imperfection (which you could not define yourself, unless we told you), causes them to be called imperfect. They are made of soft, pliable balbriggan yarn, just the right weight to make you feel cool in the hot weather, the Drawers have double seats, and both Drawers and Shirts have pearl buttons. The cost of these garments would regularly be 50c each; these at 29c a garment.

Eliminate the Description and See How Flat This Ad Would Be.

Special Trunks

Stronger than the usual trunks (we had them made for us) and no more expensive:

28-inch, \$7.	34-inch, \$10.
30-inch, \$8.	36-inch, \$11.
32-inch, \$9.	40-inch, \$13.

They are riveted in eighty different places, have heavy malleable iron mountings, and extra bolts in front and at the sides four heavy hinges and Excelsior lock.

Two trays and a hat box in each trunk, with a catch to hold up the tray.

All are flat top, canvas covered, and cloth lined.

Straps are not required—the trunks are strong enough without them.

Pleasantly Presented.

Embroidered Dotted Swiss Muslins

These exquisitely cool and dainty fabrics stand highest in feminine adoration during July, August and September. They are often scarce, and generally expensive when obtained, as is the custom in other stores, through importers who must have a profit.

We go direct to the manufacturers in Switzerland, and this makes our prices on the very finest grades seem very small, while the variety is choice and complete. The dots are large or small, close or distant, as your taste may wish. These are the prices:

*The Cash Argument Is a Good One
When Well Worded.*

At the Fish Counter

Seems to us as though we supply the whole city and part of New Britain with fish.

Think of selling over a ton of one kind of fish in two days! We did it—and satisfied everybody.

Our fish is always fresh—our fish man goes to New York every week cash in hand and gives his orders for every morning's shipments for a week to come—he pays cash for fish before they are caught—the cash catches the low price—and it's also a great bait to induce the dealer to send you the best he has—our variety is always the largest in the city.

Serge Sense.

Men's Serge Suits \$7.50 to \$20

We are selling more of the finer grades of Serge Suits than ever before. That is the result of cumulative experience. You have learned to rely on the Gimbel serges and you have learned that it is good sense to pay as much as you can afford for a serge—just as it pays to pay a little more for a good bicycle. Our Serge Suits will hold their color and shape; they are all wool. We stand back of every suit we sell, and the guarantee stays with the suit. The basis of all our sales is: Your money back if you want it.

*Links Benjamin to Your Possible Need
in the First Six Words.*

Let Benjamin Cover Over Your Walk

Give it a new coating and put it in repair.

It won't be an expensive job for you.

Benjamin does most of the work in Danbury.

And soon he will be doing it all.

That is, judging from the way his business increases.

Just the same in laying new walks.

If Benjamin does it, you're sure it's done right.

Let us give you figures.

RIPANS

By a Leading Physician.

DR. W. E. LUND, a leading physician of Burlington, Vt., in an interview said:

"I have recommended Ripans Tabules to my patients on many occasions as an excellent remedy for stomach troubles. I am a busy man, and am frequently stopped on the streets by patients who suffer from dyspepsia and indigestion and desire me to treat them. Instead of stopping to write a prescription, I simply say: 'Take Ripans Tabules.' They do so and are relieved."

"Did you recommend the Tabules to Mrs. S. C. Warner?"

"I believe I did, although I have recommended them so often that I don't remember. Mrs. Warner is my patient. I consider the Tabules a simple and effective medicine for all stomach troubles."

An Increase of More Than a Page and a Half a Day

The PHILADELPHIA INQUIRER

*During the month of June this year, printed
372 columns of advertising more than in the
corresponding month last year.*

And by way of further emphasis a comparison of the figures shows that the grand total of columns printed in The Inquirer is more than five hundred columns in excess of any other Philadelphia newspaper. The following figures tell the whole story:—

	1901	1900	
INQUIRER .	2163 cols.	1791 cols.	372 cols. increase
Record . . .	1636 "	1499 "	137 " "
Press	1468 "	1407 "	61 " "
Ledger	1136 "	1127 "	9 " "
North American,	941 "	999 "	58 " decrease
Times	462 "	739 "	277 " "

These figures represent the total number of columns of advertising printed in the Philadelphia newspapers during the months of June 1900 and 1901. They are all computed at the uniform measurement of fourteen lines to the inch and three hundred lines to the column.

*No better evidence could be given than this, of
The Inquirer's great value as an advertising
medium of the highest quality. And it is because
The Inquirer is the people's paper and leads them
all in popularity, enterprise and influence.*

The Inquirer prints more paid advertising than any other newspaper in the entire United States, outside of Greater New York.

*Advertisements in The Inquirer always bring
positive results. The volume of advertisements
printed prove this.*

THE PHILADELPHIA INQUIRER

1109 Market St., Phila., Pa.

NEW YORK OFFICE
Nos. 86-87 Tribune Building

CHICAGO OFFICE
508 Stock Exchange Building